



AN EFFECTIVE BRAND STRATEGY GUIDELINE TO INCREASE
POSSIBILITY OF PURCHASING DIAMOND JEWELRY BY
MIDDLE-CLASS BUYERS IN BANGKOK: A CASE STUDY
IN THE OLD SIAM SHOPPING PLAZA

BY

MISS PUNRAMON CHULERK

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE
DESIGN, BUSINESS AND TECHNOLOGY MANAGEMENT
FACULTY OF ARCHITECTURE AND PLANNING
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2018
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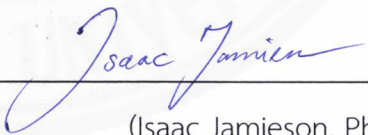
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was approved as partial fulfillment of the requirements for
the degree of Master of Science (Design, Business and Technology Management)

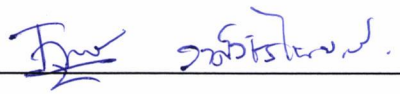
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Thesis Title	AN EFFECTIVE BRAND STRATEGY GUIDELING TO INCREASE POSSIBILITY OF PURCHASING DIAMON JEWELRY FOR MIDDLE-CLASS BUYERS IN BANGKOK: A CASE STUDY IN THE OLD SIAM SHOPPING PLAZA
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Academic Years	2018

ABSTRACT

The jewelry industry is recognized as one of the value industries contributing to Thai economy through generating incomes and providing various jobs to local people including those working within urban areas. Currently, the jewelry industry is being adversely affected by the global economic downturn, this in turn has reduced its profitability. Therefore, jewelry operators have to seek new markets and ways to interest potential customers in order to survive and thrive. The research documented in this particular work is aimed at investigating and proposing ways to increase the possibility of customers in the middle-class buyer range purchasing diamond jewelry at The Old Siam Shopping Plaza in Bangkok. The objectives of this research are to investigate the factors and motivations that influence the purchasing decision of jewelry customers and to create a brand strategy guideline for jewelry purchasing that can be used by jewelry shop owners or business owners who desire to develop their brand and expand the range of their target customers within Bangkok in general. This research is designed using a mixed research method with quantitative research undertaken by collecting data from online questionnaires within the

population group assessed who are potential middle-class buyers of jewelry of any age. Simultaneously with that assessment, qualitative research was also undertaken through in-depth interviews of jewelry shop owners and a jewelry shop assistant in The Old Siam Plaza, Bangkok. Accordingly, the study discusses the overall results found and also focuses on the factors influencing the decision to buy jewelry and methods of strategy development. The results of the questionnaire and interview feedback obtained are analyzed through the principle of the Marketing Mix: product, price, place and promotion, including the principle of branding. The intended benefits of this study, and the effective brand strategy guideline that is developed from it, are the provision of useful information that will support entrepreneurs to both realize the factors and types of motivation they can apply to further develop their brand, expand their customer base, and enhance their financial performance in the jewelry industry.

According to the results obtained, the factors and motivations that influence the purchasing decisions of jewelry customers are brand, unique design, and aesthetics, respectively. In addition, a brand strategy guideline for jewelry purchasing that can be used by jewelry business owners who desire to develop their brand, upscale and expand the range of their target customers within Bangkok is the Brand insight, Storytelling, and Social media focus (BSS) strategy.

Keywords: Brand strategy, Diamond jewelry, Buying decisions

ACKNOWLEDGEMENTS

I would like to pay special thankfulness, warmth and appreciation to the persons below who made my research successful and assisted me at every point to achieve my goal. My Advisor, Jitiporn Wongwatcharapaiboon, Ph.D. for her vital support and assistance. Her encouragement made it possible to achieve this goal. My Assistant Advisor, Isaac Jamieson, Ph.D. and Parit Thossilaporn, Ph.D., whose help and sympathetic attitude at every point during my research have helped me to work to deadlines and encourage my progress. All the faculty staff members of the Design Business and Technology Management Program (DBTM), whose services and support aided my research success and academic progress.

Finally, last but by no means least, special thanks go to the most important people in my world - - my beloved family : Col. Thana Chulerk, Asst. Prof. Panidnad Chulerk, Ph.D. and Rawisara Chulerk, for all love and support. In addition, I would like to express my appreciation to my grandfather and my grandmother, Jitti and Wannee Thitithanawanich, and also my grandfather and my grandmother, Lt. Gen Prachum and Ouaysri Chulerk who encourage me and I dedicate this thesis to them.

Miss Punramon Chulerk

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CHAPTER 1

INTRODUCTION

1.1 Background Research

At present, jewelry is one of the cultural currents elements that can be used in conjunction with other clothes and costumes. Jewelry is a symbolic media that indicates the culture, customs, values, as well as the habits of the wearer. In addition to being worn for beauty, it can express the position and status of the wearer as well. Although the benefits of jewelry can be minimal when compared to the benefits of other items used in everyday life, when the jewelry is beautiful, the general impression is that it will make the wearer confident when wearing it. It can also help make and reinforce aspects of a good personality and can become an aspect of the personality of an individual.

The jewelry industry is recognized as one of the value industries contributing to the Thai economy through generating incomes and providing many jobs to local people including those working within urban areas. Currently, the jewelry industry is being adversely affected by the global economic downturn, this in turn has reduced its profitability and the livelihoods of those working within it. Therefore, jewelry operators have to seek new markets and ways to interest potential customers in order to survive and thrive. According to this research, it was found out that 'declining number of customers' has become the main problem. Therefore, this research aims to investigate to what extent lack of design, branding design and brand strategy may be contributory causes to the declining numbers of customers. It also investigates which of these factors may have the greatest influence on sales figures.

1.2 Research Questions

The research questions are set as follows:

1. What are the factors and motivations that influence the purchasing decisions of jewelry customers?
2. What is an effective brand strategy guideline that can be used to increase the possibility of customer to purchases?

1.3 Aim

The research documented in this particular work is aimed at investigating and proposing ways to increase the possibility of customers in the middle-class buyer range purchasing diamond jewelry at The Old Siam Shopping Plaza in Bangkok. It also explores how effective guidelines can be created to encourage the purchasing of diamond jewelry by middle class buyers in Bangkok in general.

1.4 Research Objectives

This research was conducted to achieve the following objectives:

1. To investigate the factors and motivations that influence the purchasing decisions of jewelry customers.
2. To create a brand strategy guideline for jewelry purchasing that can be used by jewelry shop owners who desire to develop their brand and expand the range of their target customers within Bangkok.

1.5 Expected Outcomes

The intended benefits of this study, and the effective brand strategy guideline that is developed from it, are the provision of useful information that will support entrepreneurs to both realize the factors and types of motivation they can apply to further develop their brand, expand their customer base, and enhance their financial performance.

1. Understanding the factors and motivations that influence the purchasing decisions of jewelry customers
2. A brand strategy guideline for jewelry shop owners or business owners who desire to develop their brand and expand their target customers.

1.6 Scope of Study

The scope of this study is focused on only diamond ornament jewelry and is not focused on diamond quality. The target audience consists of middle-class buyers in Bangkok.

1.7 Limitation

Due to the limitations of time and resources, this research will study and focus only on providing the guideline of a brand strategy and not develop branding.

1.8 Definition

Brand strategy is often seen as an essential component in business plans that encompasses specific, long-term goals that can be achieved with the evolution of a successful brand — the combined components of a company's character that make it identifiable.

From the business dictionary, brand strategy can be defined as “Long-term marketing support for a brand, based on the definition of the characteristics of the target consumers. It includes understanding of their preferences, and expectations from the brand.”

Jewelry is considered as luxury goods, which often include a branded products meant to bring prestige to their owners. Individuals usually buy and use luxury goods to improve their image and identity and to gain higher perceived social position.

The traditional types of jewelry shops are typically without branding and have old-style displays. They are often embedded in department stores such as The Old Siam Shopping Plaza, MBK, Paragon, and many others within Bangkok.

Buying decision is the order of purchase decision of consumers.

CHAPTER 2

LITERATURE REVIEWS

Variety aspects of related information have been studied both theories and concepts and related research as the basics of this research as following:

2.1 Jewelry industry

2.2 Brand strategy

2.3 Related Theory and Research of Marketing Strategy

2.4 The Theory of Consumer Behavior and Buying Decision Process

2.1 Jewelry Industry

2.1.1 Jewelry Industry in Thai Economy

The jewelry industry in the Thai economy is considered as an important commodity and Thailand's economic development has in part been due to its role as a center of trade in the world's jewelry industry. This industry contributes to a number of industries, such as the mining, grinding, design, housing, molding, transportation, insurance and packaging industries. These are all contributing to employment and adding to the value created by the industry. This industry requires a large number of skilled workers, thus contributing to the distribution of revenue to the related industries. Thailand also has advantages over many other countries in terms of raw materials and skilled labor. The jewelry industry is an industry that can additionally bring a large amount of foreign money into Thailand. The Thai government is promoting the industry more in terms of export, production and marketing, as well as through the cooperation of the private sector, which results in the creation of many jewelry exhibitions. As a result, the industry is expanding rapidly and can generate revenue from exports to other countries.

Considering the value of Thai jewelry exports, excluding gold, to the markets and regions during the year 2014-2015, diamonds accounted for 16.17% of that value and there was an overall negative growth rate of 4.08% of the export value

of Thai jewelry. It is evident that in 2015, the negative value of exports was driven by major US partners. The negative factors observed were principally due to the global economic slowdown and the relatively slow recovery of the global economy as a result of consumers still being wary of spending extra money on jewelry (The Gem and Jewelry Institute of Thailand; Public Organization)

2.1.2 Traditional Jewelry Shopping Centre

Listed below are some examples of traditional jewelry shopping centers in Bangkok (Table 2.1).

Table 2.1 Examples of Traditional Jewelry Shopping Centres

The Old Siam Shopping Plaza	MBK Center Bangkok	Siam Paragon
Since almost all of the customers of The Old Siam Shopping Plaza are people who love ornaments for their beauty, jewelry is one of their purpose. The Old Siam Shopping Plaza customers are elderly people in Thai society, such as elderly people in retirement, those aged 50 years and over, and working-age people whose parents are in the above age ranges.	The MBK Shopping Centre does not have major stores. In contrast, it is full of small stores or stalls located one after the other on seven different floors. Most people visiting MBK do not mind much about the brand of goods. One of the main features of it products that attracts the customer is the number of traditional jewelry shops with negotiated prices.	The Paragon is one of the most popular shopping centers in Bangkok. Apart from various kinds of high-end branding products which attract the most customers, the jewelry shops within it are another reason that interest the customers and draw them there. Paragon has three types of jewelry shops. Some are high-end brands such as Cartier, Jubilee, etc. These are big and luxurious shops. There are also small brand stalls and traditional stalls located there.

This research is focused on The Old Siam Plaza as the case study because all jewelry shops there are the traditional jewelers who moved from Ban Mor Road. In the past, Ban Mor Road was the most famous shopping street in Bangkok for

those who love jewelry. As a result of the changing lifestyles of people, many of the shops along that street went bust and the area lost its energy and appeal. Therefore, The Old Siam Plaza, the nearest plaza to Ban Mor Road, became a new community location for the jewelers that relocated from that area.

The Old Siam Shopping Plaza is located in the Old Quarter of Bangkok. It consists of a 3 floors shopping area over three floors with a wide range of goods such as clothing; bags; shoes; Thai musical instruments; etc. The Old Siam Shopping Plaza is additionally known as a good source of silk in Bangkok, which includes both various pieces of silk and ready-made silk clothes. It is also a great source of gold, diamonds, and jewelry. Normally, The Old Siam Shopping Plaza customers are elderly people in Thai society, such as elderly people in retirement, people aged 50 years and over, and working-age people whose parents are in the above age range.

Since almost of the customers of The Old Siam Shopping Plaza are people who love ornament for their beauty, jewelry is one of their reasons for visiting that plaza.. As known that jewelry is a component that makes our body look more elegant and attractive. The Old Siam also has a variety of jewelry shops to choose from, as well as lady clothes. There are approximately 35 jewelry shops with high grade gold and diamonds. Normally, the customers of The Old Siam Shopping Plaza are above 50 years of age and are regulars to that location, whereas new customers rarely visit and buy jewelry from that plaza. It is often difficult to reach the other groups and age ranges of potential customers.

2.2 Brand Strategy

2.2.1 Related Theory and Research of Brand Strategy

Branding is one of the main factor that can lead a business to be successful. We can notice that without good branding management, even if the product is good quality, the brand is not as popular as it could be. Running a successful business needs not only good products or services but also branding since it can drive the business to progress. Most people probably think that branding is a new strategy however the benefits of branding have been well-known for a long time ago.

Brands has been explained by historians and archaeologists and it has been recognized that they have existed in various forms since at least the Middle Ages. And, the word “brand” itself is in fact derived from the Old Norse language and has the same meaning as “to burn.” In addition, the word “brand” refers to the practice of producers who burned their mark (or brand) onto their products (Ritson, 2006). The first group of people who started using brand was Italians. At that time, brand was used in the form of water marks on paper in the 1200s (Colapinto, 2011). Hundreds of years later, in the industrial era, household products such as soap become popular and moved from local communities to centralized factories. The literal logo or insignia of the factory was branded on the barrel used extending the meaning of “brand” to that of a trademark. when they shipped the items. In the 1700s and 1800s, the cattle of cowboy were branded with a specific logo to identify their cow as a member of a particular herd or property of a specific owner.

At present, branding is something used to drive marketing because strategic and marketing is ‘tactical’. Branding is one of the most critical aspects of business strategy and can provide a sustainable competitive advantage. Branding allows a business to differentiate its products and services from those of its competitors. And the key to driving branding is the brand strategy. Brand strategy is a plan that encompasses specific, long-term goals that can be achieved with the evolution of a successful brand — the combined components of their company's character that make it identifiable. A brand strategy is essential because it provides clarity about the competitive landscape, market position and customer expectations. This information is critical to develop effective marketing strategies and to fine-tune marketing messages to maximize their competitiveness and build strong brands. Branding significantly enhances the brand's market performance and profitability by improving name recognition, building credibility and trust, increasing advertising effectiveness and inspiring employees.

Moreover, brand strategy represents the plan which establishes, at the highest level, the brand vision or the manner in which it communicates its relevant and distinctive benefits to the consumers. Therefore, the brand strategy deals with the

target segment with the highest potential, to people whose needs the brand must respond; the brand promise which convinces; the reason why the target must trust the promise made (the rational and emotional attributes and benefits); the manner in which all the activities will be coordinated so that the target, employees and partners should adopt and believe in this brand.

Branding strategy is quite crucial and known as a main factor to drive a business. A strong brand is invaluable. It is a center of marketing communications and identity. In my opinion, if you clearly understand about brand strategy, you can develop the business to achieve high success.

2.2.2 The importance of brand strategy for jewelry

In the present, all business is in high competition era. To be in the top positioning in the market, good branding is a great tool to enhance success. Branding is a marketing practice that is highly important as it can add value to products and services. If you would like to build good or distinctive branding, you have to create your brand identity. Brand identity is the collection of all brand elements that the company creates to portray the right image of itself to the consumer.

Even for individual jewelry products, branding is a must. Branding for jewelry essentially means that the brand must have a clear customer base and be prepared for the product or service to meet the customer's desire. This causes successful branding. The brand must always be created and developed in order to make the company's progress and to expand its marketing.

Good branding influences their buyers' behavior and encourages customer loyalty. Building branding informs trust and can provide real information for customers. It must be ethical and different through their design like presenting unique aspects of their brand. The best way to develop a unique brand identity is to create a selling point that really sets their company and products apart from their competitors. For instance, they look for truly unique sources of design inspiration and, in turn, that will create truly unique jewelry. Lastly, marketing their brand is the best way of getting the word around. Also, it is important for companies not to forget to focus on the quality of the product, such as diamond qualities, gold finishing, stone settings, etc.

Designing recognized, high identity, significant, or unique branding leads to value added pricing. According to my experience gained during my internship at a non-branded jewelry shop, which is also a jewelry factory that produces and exports diamond ornaments to various famous stores which have many branches. In spite of the fact that this shop is a jewelry factory and produces high quality goods, not only does it have less customers but also it is not as well-known as the jewelry shops that focus on branding. Even from the same source or design, the price becomes higher because of the presence of a brand.

From the information given above, if the entrepreneurs intend to succeed with their brands in the markets, only designing a product or service is not enough what they need to do more is design and develop their brands.

2.2.3 The Theory of Strategic Brand Management

Strategic management is the decision-making and execution of management undertaken by long-term planning of the organization. The basic management process of the organization is organizational planning, implementation and control Chaturongkhakun A. (1998). The strategic brand management process consists of five stages as follows:

Determine the mission, objectives and strategies of the organization to put the organization's strategy forward to a clear goal.

Analysis of the organization, SWOT analysis is an analysis of the external organization that affects the organization. It is necessary to continually analyze the environment to determine the organization's strategy accurately. External factors are political, economic, social and cultural contexts. It is important to take into account the trends of these environments in order to be used. Information to change the strategy of the organization. This external organization analysis focuses on the opportunities and threats of the organization. In addition to external environment analysis, the internal organization must be analyzed by considering taking into account the strengths and weaknesses of the organization.

Management defines organizational strategies to create competitive advantage and reduce the barriers or constraints of existing organizations. By defining

an organizational strategy, it must evolve from a post-crisis environment, and through the following steps to lead. The procedures are as follow:

(1) After the environmental analysis process, the strategic planner will be able to predict the impact. The organization will be provided within the internal and external environment. The results of the forecast can be used to plan or modify the plan of the organization.

(2.) Finding a way to excellence means reaching the goal. By the way, the good environment in the environment has a negative impact on the operation. Strategic planners have been prepared to avoid or reduce the impact of this by focusing on excellence.

Applying strategies to the actual results to achieve the objectives of the organization.

Performance evaluation is the final step of strategic management. This step is a step that can make the organization achieve its goals within the mission of the organization.

2.2.4 Brand concept

Brand means the logo symbol of something that tells which product this service belongs to and what brand is different from its competitors (Kolter P.) Philip Kotler has given by expanding the scope of that being a brand, it must be able to classify four things: attribute, benefit, value, and personality.

The current market competition is not only competing with the product, which may be the only product from the factory, but competing with the brand. At each step of the process, from production factors to products and brands that consumers buy, there should be a continuous delivery of value. The value that is passed on is the added value that consumers will receive from the product (Value Chain). And in this sense, the brand is so comprehensive that the product will include services, consulting, packaging, marketing communications. and others.

A good brand must be able to perform the following five functions. First of all it should convey the benefits of the product. Moreover, it must reflect the quality. It can also convey the difference of its product from the others. In addition, it

should be easy to pronounce and remember. Last but not least, it must not convey negative meaning.

2.2.4.1 The importance of brand

A product is a tangible item that can be seen with the naked eye, with a specific appearance, model, and price setting. Products are able to meet the needs of target consumers in terms of performance or benefit.

Brand may not be useful if the product itself does not have quality and does not benefit consumers. However, the reason that makes the brand more important than that product are given below:

1) Brand makes products more meaningful to consumers, more valuable, not just a commodity product.

2) Brand makes the difference between products, making the same product, but it is different in physical differentiation and psychological differentiation.

3) Brand helps in remembering consumer products.

4) Brand extends the choices for consumers to help consumers decide to choose and buy products more easily. Although it is often the same product, there are various options available.

5) Brand makes the products reliable.

6) Brand helps consumers to use products as an indicator of the identity of the user or the person that the user wants to be.

7) Brand can create a relationship between the product and the consumer. Brand also makes consumers not only rely on that product for use.

8) Branding can be employ copyrighting, trademarking and intellectual property rights to make the product protected and help prevent imitation.

In conclusion, brand is the name, symbol, style or everything combined to create an identity. It is about personality, reliability, confidence, status, share experience and relationships. Its purpose is to tell what the product or service is and what is the product or service of the company. It can be said that “Brand” is different from “Product”, since product is tangible whereas brand means not only

tangible but also conveys feeling. Additionally, products can only be functional satisfaction but for that brand, it needs to be able to provide both functional satisfaction and emotional satisfaction.

2.2.4.2 Branding Process

The branding process is an essential systematical approach to create and promote a firm's brand. The branding process consists of the following three main steps as follows:



Figure 2.1 Branding Process (1)

1) Positioning and personality requires product strategy by positioning and personality for the product to be able to identify the product identity.

2) Brand identity can be reflected from positioning, personality and others combined with properties, products, presentations, and publications.

3) Brand equity is to create consumer engagement with the brand through four steps.

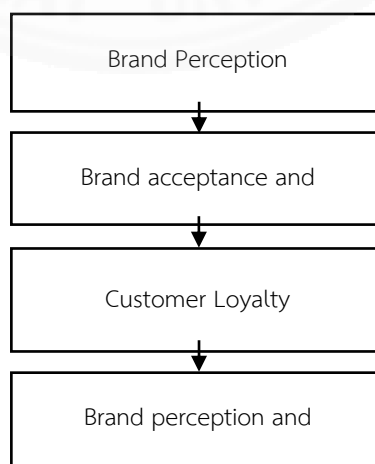


Figure 2.2 Branding Process (2)

Positioning and personality must define the product strategy to be clear in terms of product placement and product personality and brand in order that the end-user and intermediary customers are able to clearly recognize the personality and style of the product. For example, the company is a diamond jewelry manufacturer has to be concerned about the needs of customers, using high quality raw materials in manufacturing.

Brand identity refers to the identity or use of a physical appearance and psychological appearance and make the brand different from the competition.

Brand equity means that the value in the brand can be created through the above four processes, which can be said to do everything that gives the brand of the company or the brand of the product to be in the heart. In this step, it takes time and money to add to the brand, which marketers or business owners need to plan well in order to make the most successful branding.

When considering the jewelry industry in Thailand in terms of branding, it is very important that it will provide the industry with a competitive advantage. The researcher has therefore introduced the concept of branding as a framework and guidelines for branding of the jewelry industry at this time.

2.2.5 Brand Equity

Brand equity is a brand that has a positive meaning in the point of view and minds of customers who are buyers.

Brand equity is a brand where consumers have a positive attitude toward the attributes of a product or service, so that they can enjoy the brand and see the brand as a valuable asset. Branding is often linked to the brand name, making consumers familiar and recognizing the brand. This leads to the difference between the brand and the behavior of the brand. Therefore, when the brand name changes, it will affect consumer perception of value and credibility. Branding has five components (Figure 2.3)

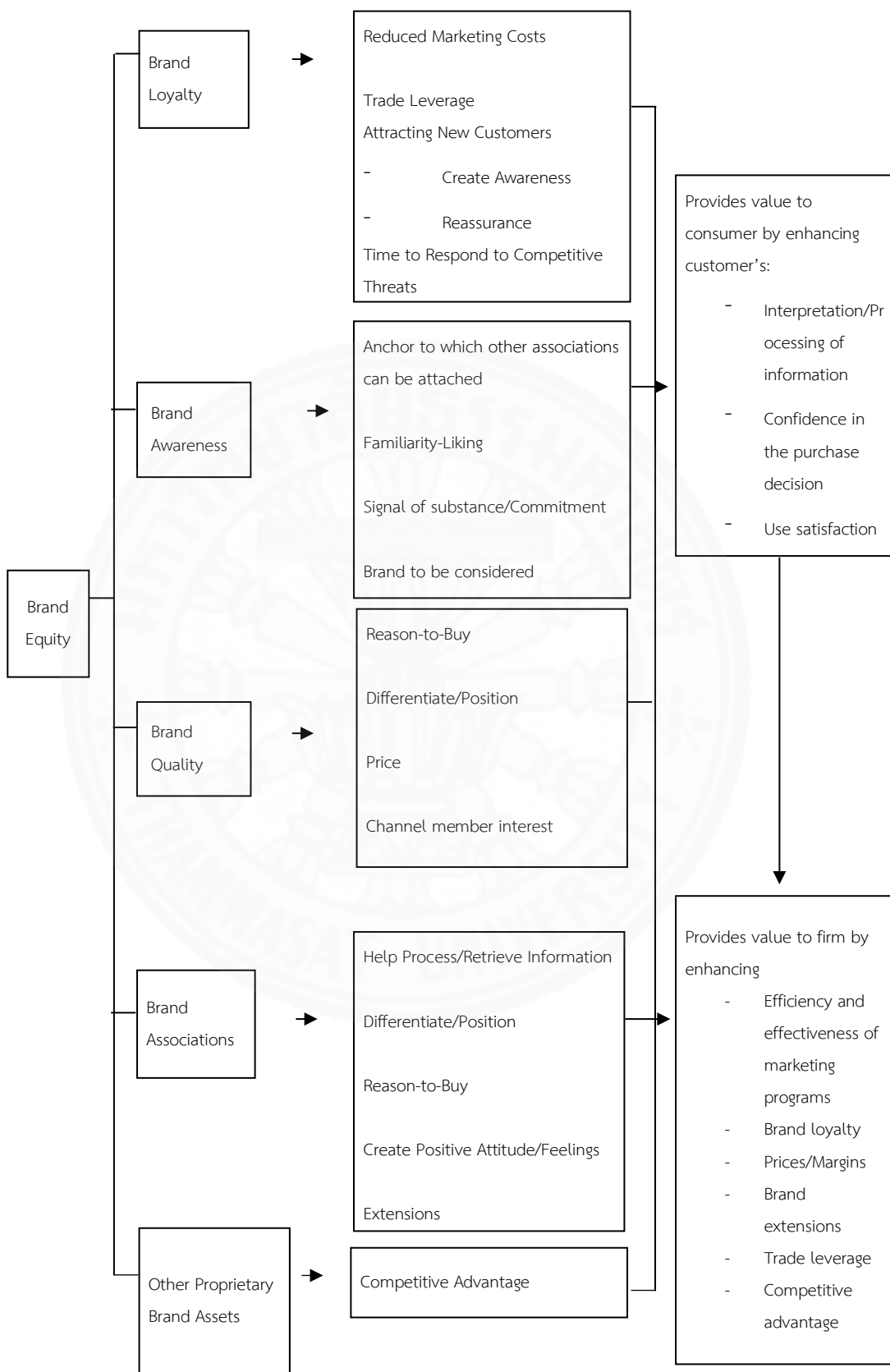


Figure 2.3 Branding Elements - Managing Brand Equity, (Aaker, D.A.1991).

As indicated in Figure 2.3, Brand Equity is comprised of the following components:

2.2.5.1 Brand Loyalty

This is exhibited by the consumers that love and believe in brands too much to change their minds to other brands. Making brand loyalty helps a company to avoid their competitors' threats.

2.2.5.2 Brand Awareness

This is the consumer's ability to recognize the brand name of a particular product or service. In general, the ability to remember a consumer's brand name begins with a lack of brand awareness. Brand owners and marketers communicate with consumers. At this level, when consumers are motivated by a particular part of the brand, consumers will be able to recall the brand. And when consumers hear this brand name often, they will recognize the brand without any further stimulus. And finally, consumers will think of our brand first, if we talk about the same product category as in figure 2.4.

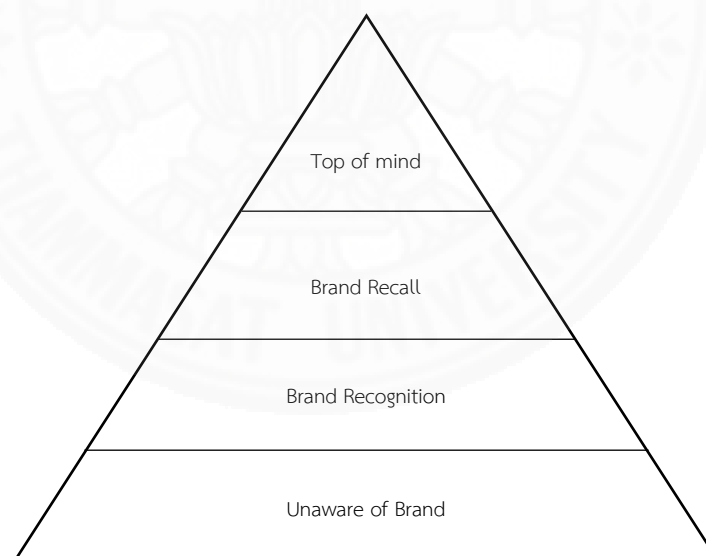


Figure 2.4 Branding Steps - Managing Brand Equity, (Aaker, D.A.1991).

Awareness of the product will be beneficial as follows:

- 1) Starting for brand knowledge
- 2) Anchor to which other associations can be attached

- 3) Familiarity
- 4) Substance and commitment
- 5) Brand to be considered

2.2.5.3 Appreciation of Quality

It is an appreciation of the quality of the brand, which means that the consumer recognizes the perceived quality of every product or service and then impresses this on the product or service. This will create benefit as follows:

- 1) Reason-to-Buy
- 2) Differentiate Position
- 3) A Price Premium
- 4) Channel Member Interest
- 5) Brand Extension

2.2.5.4 Brand Association

Marketers and advertisers are trying to create something like a feature, property, or benefit, and then link that to the consumer. When linked, it will cause a brand image and brand awareness position of the brand. This will enable benefit as follows:

- 1) Differentiate Position
- 2) Help Process/ Retrieve Information
- 3) Reason-to-Buy
- 4) Create Positive Attitudes/ Feelings
- 5) Basis for Extensions

2.2.5.5 Brand Association

In addition to the elements mentioned above, the branding component for competitive advantage in comparison to competitors includes other brand attributes such as trade mark, patent and prize. From reputable agencies and organizations, both local and international. Standards of recognized organizations or institutions, and good relationships with distribution channels.

2.2.6 Techniques of Brand Strategy

The jewelry industry represents a unique market. Different types of jewelry collections are geared towards different age groups. In order to strategize a jewelry marketing plan and upscale the sales of jewelry, it is important to understand and explore the marketplace and also to figure out how you will take the advantage of your market position.

2.2.6.1 Discount

Offering a discount or a special coupon can be an effective trigger in bringing back the customers who have not purchased lately. This can be implemented through monthly emails or sending out bulk SMS to your entire client list informing about the same. This jewelry marketing strategy helps in jewelry branding & promoting to a great extent.

2.2.6.2 Newsletters

Sending out e-mail to your customers is one of the best jewelry promotion ideas. It is the best way to keep them in the loop. Sending regular emails and newsletters with captivating content to all of your customers can create a big gain. This tactic could be most effective when you deliver the right message at the right time to the right person.

2.2.6.3 Target audience

A powerful database helps you discover the customer profile that is best for your business and serves as a starting point to reach the purchaser. An experienced jewelry marketing agency will surely help you with the best jewelry marketing strategies to increase your conversion rate by providing a powerful database, which will in turn increase your jewelry sales.

2.2.6.4 Social media focus

A powerful way to get your brand noticed is to build a responsive website with attractive content. Social media plays a crucial role in boosting your brand awareness. Social media presence will make your prospects better acquainted with your brand when they see your presence on multiple social networks. Your social media content becomes the voice of your brand. Normally, posts on social

media with skillfully crafted content are sure to create a buzzword about the brand. Finally it will help your branding and introduce your brand to your target audience.

2.2.6.5 Storytelling

Compelling stories that connect deeply with customers' emotions make your brand unforgettable. Tell stories with videos or high quality images with crisp content ensuring the story captures viewers' attention and arouses curiosity thus promoting your jewelry brand in the competitive market.

2.2.6.6 Brand insight

To understand the brand itself. For target audience, it is important to uncover people's key challenges and aspirations that are relevant to the brand, their met and unmet, their perceptions of the brand and its competitors, and how the brand might best fit into their needs and aspirations.

According to studying from different digital marketing, websites, experts and high-end brand marketing, it is found out that three techniques of brand strategy which are considered to be the top three effective techniques. These are brand in sight, storytelling, and social media focus. From the information above, it can summarize that there are six tips to improve jewelry business. These are Discount, Newsletters, Target Audience, Social focus, Brand insight, and Storytelling. Anyway, the first three are quite common techniques. Whereas the other three are more interesting and probably more effective factors. Therefore, this research would like to further study about these three factors: social focus, brand insights, and also storytelling as well.

2.2.7 Brand Strategy

Brand strategy can be defined as "Long-term marketing support for a brand, based on the definition of the characteristics of the target consumers. It includes understanding of their preferences, and expectations from the brand." Then these are the techniques of the brand strategy chosen to study as follows:

2.2.7.1 Brand Insight

Insight is the heart of communication that will make the brand live and consumer want to talk with more than just communication with product features.

1) More than Brand Value, is understanding Brand Insight

The fact that each brand creates strength for consumers, brands need to be 'Value' in the eye of the customers. Each brand has value must have not only but also understanding the insight of customer. In particular, the level that is deep insight makes the brand able to meet the needs of customers that are hidden inside and is also one of the tools to prevent disruption from various things as well.

2) Don't just have Brand Personality but must have Brand Charisma

Actually, the shop owner tries to make brand like a person by creating a personality, creating various characters for the brand in order to have a clearer image. But in fact, the various personalities don't help the brand to be powerful or able to sell if those personalities are unable to attract customers. Therefore, the creation of brand personality or brand character needs to add brand charisma or make the brand more attractive as well. Making a brand to be like a person, not to be any type of person, but to be both alive and to have the charisma to be able to attract customers to become disciples. Therefore, marketers who are responsible for creating a personality or placing different character styles for brand need to check whether their personality is attractive and can attract the target audience or not.

3) Don't just look at Brand Positions, but must create a Brand Momentum

In the past, brands and markets focused on creating a strong position for the brand. Especially in successful brands, then choosing to maintain the same position in order to maintain their safety zone, which may cause the brand to remain but the brand's power will gradually disappear. Therefore, it is necessary to fill brand momentum or make the brand to be constantly moving or issuing new products in order to make the brand movement which will help the brand not be disrupted. Based

on various factors, the addition of brand momentum is also developing brand positioning to be stronger and more sustainable. Because no development of brands will cause out dated even if it is currently in the market.

2.2.7.2 Storytelling

Storytelling is a form of content marketing that focuses on creating stories to create consumer emotions for products or services that are remembered and make the content “worthy”, which is the key to creating content marketing that will make consumers always come back.

The important thing to make our storytelling to the consumer is to first understand the behavior and preferences. Understanding consumer behavior is an important thing that will attract customers to be. In the case of storytelling, it must create something that makes consumers aware and interest. Storytelling is often used to create brands that are memorable or difficult to describe. How to make content marketing in this storytelling style is becoming popular and can attract new generations as well, because "not just advertising that is selling to consumers, but creating a shared experience between us and consumers” Storytelling is a storytelling style that uses a storytelling process and creating emotions for people to focus on their intentions and memorize those stories. Storytelling makes the consumer feel like traveling with the story, making that person remember more about the subject and the result is to make the person who consumes the storytelling able to forward the message, to tell it later and create additional engagement.

In addition, Claudine D. Hanani (2018) the Chief Creative of Amp’d Lab mentioned in the article ‘Create a Story That Will Appeal to Emotion’ that it is better to make an inwardly rich anecdote about what your organization does. Feeling sells everything, particularly an inwardly loaded buy like adornments. Restricted in on a tight brand tale concerning why your organization does, what it does for example make rings for darlings, give the adornments ladies purchase to declare their prosperity and freedom, be where individuals come to mean significant life achievements, and so on. Unite the official group and put aside four hours to experience the potential outcomes, secure everybody's information and after that

once you choose, make as tight and thin a brand way of life as could reasonably be expected. Keep in mind—attempting to be everything to everyone makes you unique to nobody. Secure the assistance of a brand master to enable you to make the brand story that you fabricate your showcasing around—including the informing and slogan—and be predictable about utilizing it.

For this reason, making storytelling is a content marketing that is different from other content. Actually, the story has a scientific principle why storytelling is affecting many people.

2.2.7.3 Social media focus

Social media is no different in many ways from our old days, when an interesting story arose, we talked to the talk of the town. But when living in the online world, the spread of media is made easier by the content sharing from anyone to the general public. Social media may be in the form of images, audio or video content. It is a media that changes the original media spread from one-to-many news to a conversation format that can have many participants as many-to-many. But as Social Media comes with almost no cost, it allows anyone to freely produce content and distribute it to recipients. If anyone produces content that is felt by the hearts of many people, it will be an influence. Even if it is in the market, it can easily lead the followers to make a decision to buy products or services. These are six tips to use social media to build your brand as follows:

1) Defining the strategy

Create a strategy for most social media that you have and schedule for publishing. It is the content that must be created in advance and there must be time for those who can think about to convey the message and brand identity in the post. A strong brand is unique and has its own identity.

2) Choosing a good platform

The right platform will help you reach the target group correctly. Using Instagram is a cool strategy for businesses because these people use Instagram very well. That platform may be an appropriate website or for companies that are involved in marketing blogs that are on WordPress or on their own websites.

It may be a great way to publish in-depth information that may attract potential new customers.

3) Using communication images to increase success

Everyone knows that we are heading to a world where content is consumed more than just being seen, even though social media content is full of text, infographics, short videos and media images. Meaning, these purposes will allow you to reach and attract a wider audience. Images that are both advertising and branding should also be consistent in communicating with, helping people to create a sense of bond with your brand.

4) Creating content on social media to suit all ages

Using a polite tone to reach consumers in social media will help you to position your brand for a good image. The offense in social media may affect the growth of the company. It should not be offensive and easy to look at because the internet is open to all people of all ages who can penetrate. If the content you post contains inappropriate content for children, it may cause your company to be famous for the wrong reasons.

5) Being original

If you are writing your own story, you must know what you want to tell. More important is that the substance that communicates the basic ideas of the brand should be self-contained and realistic, which is a suitable strategy for growth. Think about what you want your brand to be talking about, which is the main feature that you have to offer and create a social media strategy in a way that helps fulfill your ideas and build your brand.

6) Creating an interesting profile

Clearly identify your identity in your profile. The sense of branding occurs when the relationships from your content can be linked to you or your company on the online world.

Paola Brewer (2018), the Co-Founder of Posh Pawn stated in the article 'Build a Solid Online Reputation with Reviews' that to be fruitful in the gems business, trust and connections are crucial. Nowadays, purchasers who have not

much idea about jewelry or jewelry shop are searching online comments or recommendations to be more confident from the reviewer. They are then happy with requesting surveys from them. When the jewelry shop have a strong online notoriety, they would then be able to use that in other promoting endeavors just as via web-based networking media. On the off chance that they spotlight is on incredible client administration and building that online notoriety, they will be stunned at what number of new clients come in to reveal to them how extraordinary their online audits look.

2.3 Related Theory and Research of Marketing Strategy

2.3.1 Meaning of Marketing

Marketing is a social process that enables individuals and groups to obtain what is needed through the production and exchange of goods, Kotler (1983).

Marketing means the result of all activities related to the efforts to achieve the organization in accordance with the objectives. By means of expectations, it means the needs of the customer and includes directing the goods and services from the manufacturer to the customer to meet the needs and preferences of the customers, McCarthy (n.d.).

2.3.2 Marketing Strategy

Marketing strategies such as Kotler (1998) and Serirat S. (1998) give the concept of marketing strategy that marketing strategy is market logic to achieve business objectives as follow:

- 1) Specific marketing strategies, product placement plans, sales, market share, and profit goals. Describe the type, size, and behavior of the target market.
- 2) Pricing, distribution strategy and marketing budgets.
- 3) To describe long-term sales, profit goals, and marketing mix strategies, as well as research and development.

In addition, the marketing strategy defines how to use marketing tools (4P's) to meet the needs of the target market. In defining marketing strategies, there are the following steps:

- 1) To analyze the target market and the environment that influences the use of marketing tools (4P's).
- 2) To analyze market segmentation, target market selection and product placement
- 3) Marketing mix strategies: product strategy, price strategy, place strategy, promotion strategy

Based on the study of various concepts in marketing strategy, it is concluded that marketing strategy is the guideline or plan of operation of various business organizations that have been planned or prepared well. Targeting, product strategy, and pricing will drive business success or failure, rather than sales strategies and marketing promotion strategies. The entrepreneurial marketing strategies will be used when the project has a sales problem to solve the business problem and allocate the marketing budget. To achieve the objectives or targets set by the organization as well as create the satisfaction of the consumer.

2.3.3 Concept and Theory of Marketing Strategy

Marketing strategies are most beneficial and achievement of objectives and goals is important to the customer, but entrepreneurs cannot inquire about the marketing strategies from consumers, need to study, explore, analyze and implement. Customers need to come to the conclusion. There are three main marketing strategies.

- 1) Location
- 2) Attracting
- 3) Holding / Keeping / Retaining

These three types of marketing strategies can be applied to different types of products to achieve marketing goals.

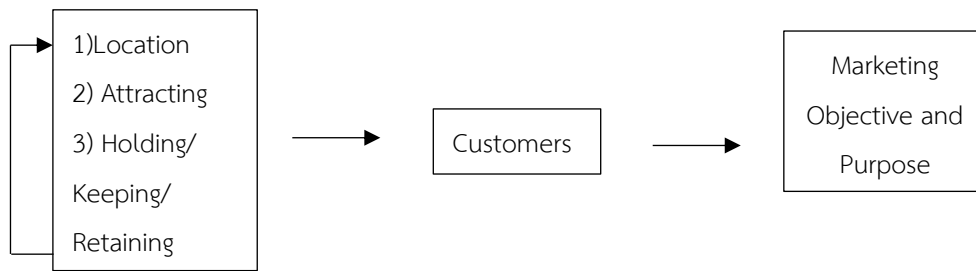


Figure 2.5 Marketing Strategy (Thaweesak Suwakon)

Determining in order to achieve the marketing strategy, from the process of finding the right customers, attracting customers and retaining customers, is to use the marketing mix. In the jewelry business it is the same. Determining the marketing strategy determines the direction of the type, model and price. Marketing strategies are part of the overall product definition.

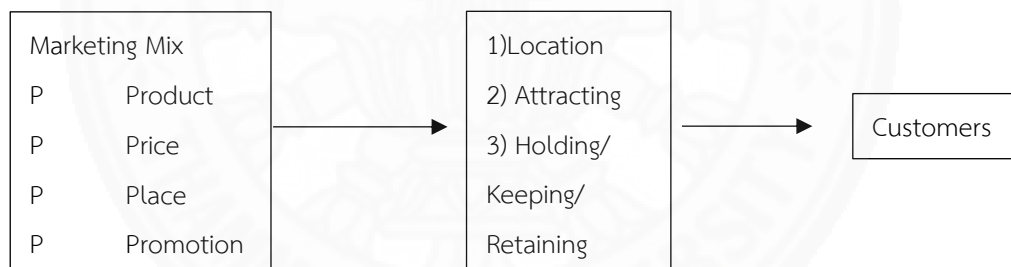


Figure 2.6 Processed by Marketing Mix (Thaweesak Suwakon)

For the jewelry business, the blended proportions of the market will make it more important that the product and price than the distribution and promotion of marketing. It is a marketing mix that operator and consumers first consider.

2.4 The Theory of Consumer Behavior and Buying Decision Process

2.4.1 The Theory of Consumer Behavior

The definition of consumer behavior has two implications: behavior and study process. Serirat S. (1995) explained that consumer behavior is the act of a person directly related to the acquisition and use of goods and services. It includes the pre-existing decision-making process which is involved in determining the action. Consumer behavior is the study of the processes by which individuals or groups engage in the selection, purchase, consumption, product, service, thought, or experience to satisfy their needs.

From the definition of consumer behavior mentioned above, it can be concluded that consumer behavior is the act or expression of a person, whether it is a purchase, a use of a product or a service. Consumers are expected to be able to satisfy their needs.

2.4.2 Consumer Behavior Analysis

Serirat S. et al., (1995) noted that consumer behavior analysis requires marketers to study the needs of consumers. In order to produce products or services that meet the needs of consumers, there are 6Ws and 1H questions for consumers: WHO ? WHAT ? WHY ? WHO ? WHEN ? WHERE ? and HOW ?. To find out seven answers for seven Os which are: occupants; object; objective; organization; occasions; outlets; and operations. The following is a demonstration of using seven questions to find seven answers about consumer behavior, including the use of marketing strategies in accordance with the answer with consumer behavior.

Table 2.2 6Ws and 1H

6 Ws and 1H	7 OS	Relevant Marketing Tactics
1. Who is in the target market?	Occupants <ul style="list-style-type: none"> - Demography - Geography - Psychology or Psychoanalysis - Behavioral Science 	Marketing strategy (4Ps) to satisfy the target audience <ul style="list-style-type: none"> - Product - Price - Place - Promotion
2. What does the consumer buy?	Object Consumer need product component and competitive differentiation.	Product strategy <ul style="list-style-type: none"> - Main product - Product appearance — branding, service, quality, etc. - Combination product - Expected product - Competitive differentiation — product differentiation, image, service, etc.
3. Why does the consumer buy?	Objective Consumers purchase products to respond their physical and psychological needs <ul style="list-style-type: none"> - Internal factors or psychological factors - Social and cultural factors - Personal Facts 	The strategies that are frequently used <ul style="list-style-type: none"> - Product strategies - Promotion strategies - Price strategies - Place strategies
4. Who participates in buying?	Organization Influence of buying decision. <ul style="list-style-type: none"> - Inventor - Influencer - Decision maker - Buyer - User 	The strategies that are frequently used advertising and promotion strategies, using influencers and images.

Table 2.2 6Ws and 1H (Continue)

6 Ws and 1H	7 OS	Relevant Marketing Tactics
5. When does the consumer buy?	Occasions Such as time of day, season, anniversaries, special celebrations, weddings, etc.	The strategy that is frequently used promotion strategies. For example, how to promote marketing when it corresponds to the opportunity to buy.
6. Where does the consumer buy?	Outlets Such as shopping malls, supermarkets, etc.	Distribution channel strategies. The company leads the product to the target market by considering how to go through the middlemen.
7. How does the consumer buy?	Operations Steps to make a purchase include: - Perception problems - Search for information - Alternative assessment - Purchase decision	The strategy that is used consistently includes the promotion of sales by using sales staff, news and direct marketing. For example, salespeople will set goals for sales to meet their buying intention.

Sources: Serirat S. et al., New market management, 1995

Note:

1) Who is in the target market? — A question to know about occupants. Target market consists of medium to high income businesses.

2) What does the consumer buy? — A question to know about objects.

3) Why does the consumer buy ? — A question to know about objectives

4) Who participates in the buying? — A question to know about the organizations or people that influence the buying decision.

5) When does the consumer buy? — A question to know about occasions

6) Where does the consumer buy? — A question of how to make a purchase decision on which outlets consumers are going to buy. Marketers must study to provide distribution channels.

7) How does the consumer buy? — A question to be considered a consumer behavior model in the decision to buy and to know the steps to make a purchase decision.

In conclusion, analyzing consumer behavior is the search or research on purchasing behavior, consumption of goods and services of consumers in order to understand the reasons that influences purchasing decision and goods services. This will enable marketers to be motivated by the marketing tactics that can best serve the needs of consumers.

2.4.3 Consumer Behavior Model

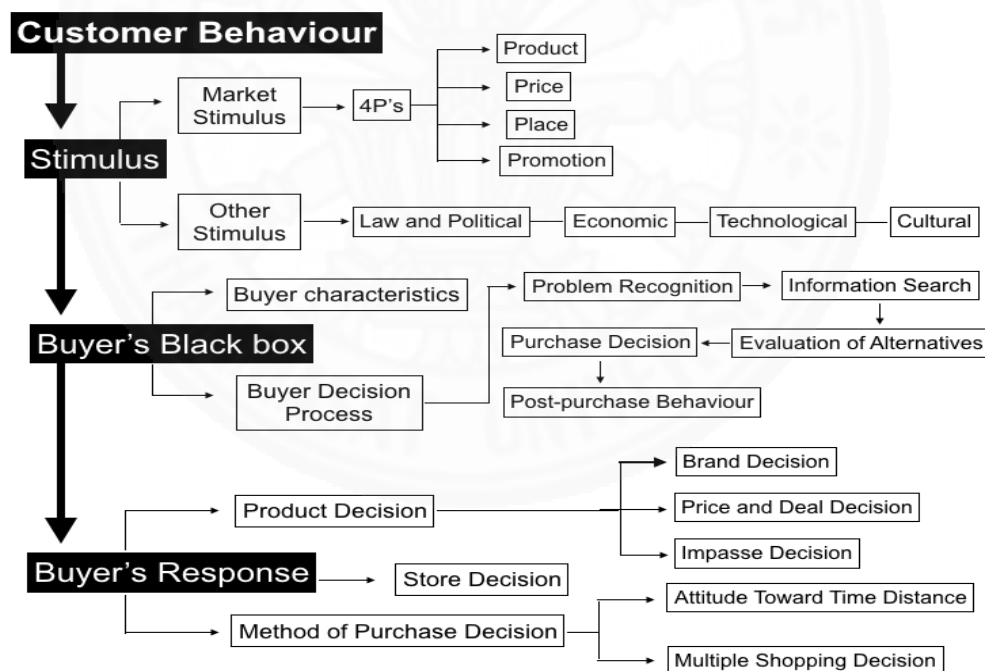


Figure 2.7 Customer behavior

This is a study of consumer motivation to make a purchase decision. It starts with the stimulus that causes the demand. The impulse passes through the

buyer's black box, which is something that the manufacturer or seller cannot predict. The buyer's mood is influenced by the buyer's response or buyer's purchase decision. The key stages of consumer behavior are three steps. According to the consumer behavior model (Figure 2.7), it can be summarized as follows:

Firstly, stimulus is a motivation to push people or buyer to respond or make decision. One is marketing stimulus which is a very important stimulus. Marketers need to be more productive because they create demand for their products as a stimulus for marketing mix or 4P's; product, price, place, promotion. The other stimulus is for customer demand and the company cannot control them. These are economic, technological, law and political, and cultural.

Secondly, Buyer's black box is consumers' perceptions and decision-making processes. These have two categories. One is 'buyer characteristics' which is characteristics of buyers and is influenced by factors such as cultural factors, personal factors, and psychological factors. The other is 'buyer decision process' which contains five steps of decision process as follows:

1) Problem recognition: The consumers know the problem, which means they know the necessity and need for the product. Marketers in this stage are motivated by the need for products, prices, places, or promotions for demand in the product.

2) Information search: When the consumer is aware of the problem, that is in the first step, the information is retrieved from the data source: (1) The source of information is family, friends, acquaintances. (2) The source is the advertising media. The marketing staff involved in the process at this stage is trying to provide information to the media. The source of the trade and the source of the individual are efficient.

3) Evaluation of alternatives: The selection of products is based on the information gathered in the second step. The criteria considered are: (1) Product features such as shapes. (2) Weight-bearing importance for qualities, such as reasonable prices, and high quality. (3) Brand credibility or image, which will influence decision making. (4) Comparison between the different tasks of marketers involved in this process is used to differentiate marketing mix.

4) Purchase decision: The customer's decision to buy the product is due to the selection of various options. Consumers decide to buy the most favorite products and refuse to buy the products that they are not satisfied with.

5) Post-purchase behavior: After the purchase of the product, the feeling of the purchaser depends on their properties of the product and the consumer's expectations. If the product meets the expectations, it will be positive. Consumers are satisfied and tend to buy each product is not as demanding or as low as expected. The negative effect is that if consumers are not highly satisfied and they tend to not have high numbers of purchases.

Lastly, buyer's response is the behavioral expression of the person after the stimulus, that is, the buyer's purchase decision, which consists of product decisions, marketing decision, and decision making on how to buy as follows ; one is product decision which is the decision of a consumer to purchase a product depends on the attitude toward the business, the price, and the promotion. The decision of a consumer's to select a shop or brand depends on the attitude of the senses and choice of store depends on location, type of goods, price, and service. The other decision is multiple shopping decision depends on attitude toward time distance and multiple shopping decision too.

The information above is the general behavior of consumers. Branding requires the consumer to feel they need a product or service to respond with a buying decision. All of these lead us to understand the process of stimulating, thinking and decision making before buying. It also allows brands to create good branding plans to respond the needs of consumers.

2.4.4 The Theory of Buying Decision Process

The buying decision process is the order of purchase decision of consumers. According to a large number of consumer surveys about the decision-making process, consumers are required to go through a five-step process: need

recognition; information search; evaluation of alternatives; purchase decision; and post purchase behavior, as is detailed below:



Figure 2.8 Five stage model of the buying decision process, (Kolter, 2012).

1) Need recognition — The needs of the buyers about what their needs, kind of jewelry, price and others necessary information.

2) Information search — The questions about the appropriate time to buy, how to get information and others necessary information.

3) Evaluation of alternatives — The decision making to buy after consumer gets the information.

4) Purchase decision — The factor that causes the consumer's satisfaction such as brand, design, function, etc.

5) Post purchase behavior — The post purchase satisfaction

Understanding the theory of the buying decision process can open more opportunity to increase the customers purchasing of products.

CHAPTER 3

RESEARCH METHODOLOGY

The study of the factor affecting jewelry buying decisions of Bangkok people was undertaken as mixed method research. This chapter details the research methodology undertaken and composed of the following sections:

- 3.1 Research Design
- 3.2 Population and Sampling
- 3.3 Research Tools
- 3.4 Data Analysis
- 3.5 Summary of Research Methodology and Procedures

3.1 Research Design

This research is designed as mixed research using both quantitative and qualitative research. The quantitative method was undertaken by collecting data from questionnaires. In that part of the work, within the population group assessed are potential middle-class buyers of jewelry of any age group that may make purchases within Bangkok. Simultaneously with that assessment, qualitative research is also undertaken through conducting in-depth interviews of jewelry shop owners in The Old Siam Plaza, Bangkok. The study of the factors influencing the decision to buy jewelry and methods of strategy development have the following research methods:

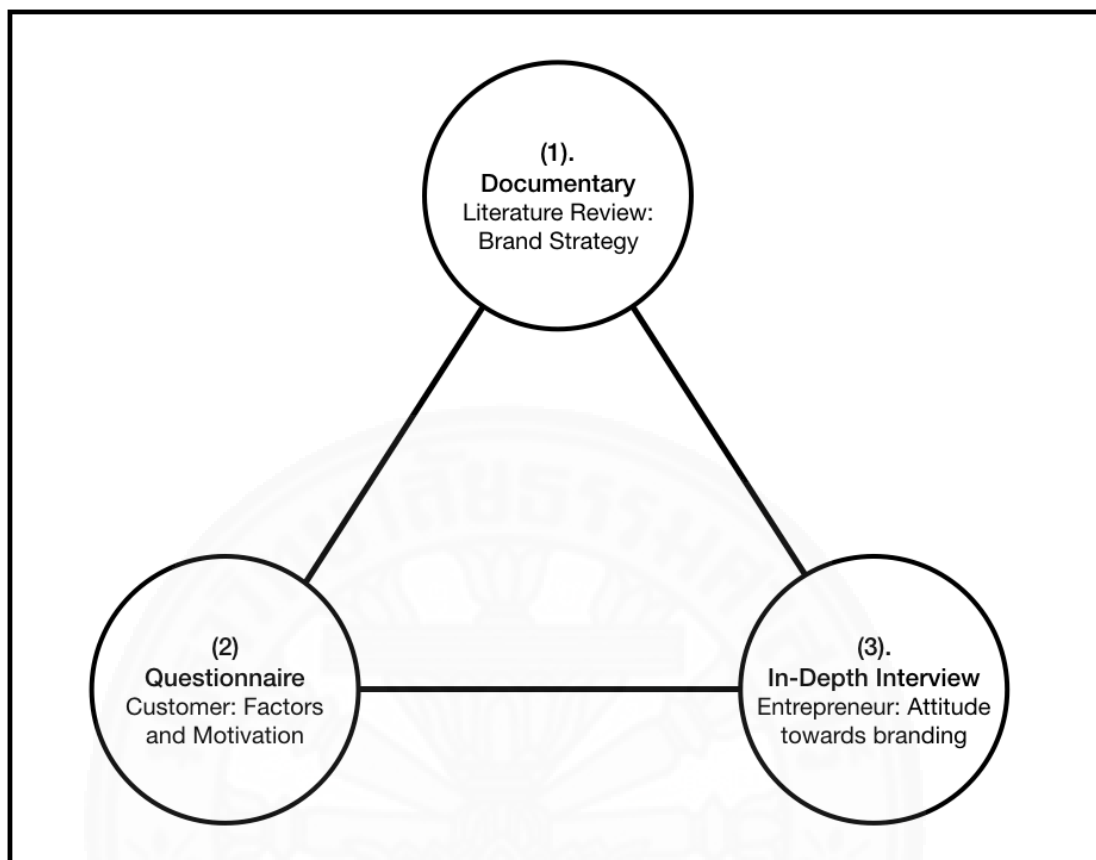


Figure 3.1 Research design

This figure 3.1 research design can be described in three dimensions:

1) Documentary research is to study the factors influencing jewelry purchasing decisions and how to create strategies. They include theories, concepts and the importance of branding, and the behavior and factors in purchasing decisions.

2) Quantitative research is undertaken to find out the important factors in consumer buying decisions by using a specially created questionnaire as a tool. Then the data obtained are analyzed by using basic statistics.

3) Qualitative research uses to inquire about brand strategy and sales through in-depth interviews of two jewelry entrepreneurs and a jewelry salesperson

4) The brand strategy analyzes based on the factors influencing jewelry decision making through document analysis, interviewing, and quantitative survey.

3.2 Population and Sampling

The research is divided into 2 groups: consumer which is quantitative research by using online questionnaires, and qualitative research using in-depth interviews from the entrepreneur. The details are as follows.

3.2.1 Qualitative research

The population are entrepreneurs and a jewelry sales assistant in Bangkok. The sample is chosen by convenient sampling for inquiries on the factors affecting the jewelry buying.

3.2.2 Quantitative research

The population and sample group are people who regularly buy and consume jewelry by themselves or a regular customer of jewelry shops in Bangkok. According to the Thai population in 2017, there are 5,682,415 people in Bangkok (National Statistical Office Thailand, 2017). The sample size was calculated using the formula of Taro Yamane. Its error rate is 5%, and the result indicated that the sample number should be 400 out of the population of 5,682,415.

$$n = \frac{N}{1+N(e)^2} \quad (3.1)$$

When	n	=	Required Sample size
	N	=	Population size
	e	=	Error (Reliability = 95%, e = 5%)

The sample size can be determined by substituting the formula.

$$n = \frac{5682415}{1 + 5682415(0.05)^2}$$

$$n = \frac{5682415}{14207.0375}$$

$$n = 399.97$$

n = 400 people

It was intended that 400 samples be used in the study selected from the population by the purposive sampling method.

According to the sample size formula, the questionnaires are distributed to the target group and collected respondents are 412. Afterward, 358 are screened and utilized for the data analysis whereas 54 respondents who have never bought jewelry are separated and left.

3.3 Research Tools

The research tools are developed and used in three types of research. The details are as follows:

3.3.1 Document Research

For this study, theses, research papers, articles and journals about related topic such as brand, important of brand, brand strategy, buying decision, factors influencing jewelry purchasing decisions and how to create strategies are studied and used as the secondary resources of information. Then, the related and useful information are developed and utilized as the questions for in-depth interview and questionnaires.

3.3.2 Qualitative Research

A set of in-depth interview questions consisting of three topics is prepared. It covers: business background; attitude towards branding; and the overall of current situation of the jewelry market. It is used to collect specific relevant data from two entrepreneurs and a jewelry shop assistant.

3.3.3 Quantitative Research

This research use data from the relevant research papers to create a questionnaire divided into three parts:

Part 1 General information

Part 2 Factors influencing buying decisions

Part 3 Attitude on diamond marketing and brand

The first part investigated general information related to this research topic, and statistics used to analyze the respondents' general data. The collected data were analyzed and assessed by using percentages.

The second part is information about factors effecting buying decisions. The collected data were again analyzed and assessed by using percentages.

The third part is analyzing feedback using the Likert Scale conceptual questionnaire to measure the level of importance in the analysis of opinions or behavior. Each question contains 5 answers. Then, the grading of the significance level of the factor were divided into 5 levels, using the arithmetic mean to determine the width of each. Class Interval is used to interpret the data from the following equation.

$$\begin{aligned} \text{Range} &= \frac{\text{Max}-\text{Min}}{\text{Intermittent}} && (3.2) \\ &= \frac{5 - 1}{5} \\ &= 0.8 \end{aligned}$$

From the range above, the average score can be divided into 5 levels as follows:

Level	Average	
5	4.21 – 5.00	Strongly Agree
4	3.41 – 4.20	Agree
3	2.61 – 3.40	Neither agree nor disagree
2	1.81 – 2.60	Disagree
1	1.00 – 1.80	Strongly disagree

3.4 Data Analysis

3.4.1 Qualitative data analysis

1) Examine the documents to determine the factors that affect the customers' decisions to buy jewelry.

2) The data was analyzed to determine the factors related to customers' decisions to buy jewelry and brand strategy and to write the interview.

3) Using the factors of the relationship analysis, designed the interview using the in-depth Interview.

3.4.2 Quantitative data analysis

Quantitative data analysis is the primary data obtained from the questionnaire. Descriptive statistics were used to analyze data using preliminary analysis of the data before the test of the variables used to describe the general characteristics of the sample customers who decided to buy jewelry in Bangkok by using percentage, average and standard deviation.

Percentage

$$P = \frac{n \times 100}{N} \quad (3.3)$$

When

P	is percentage
n	is number of samples
N	is total of sample size

Average

$$\bar{x} = \frac{\sum x}{N} \quad (3.4)$$

When

\bar{x}	is average, sample mean
$\sum x$	is sum of score in the distribution
N	is total of sample size

Standard Deviation

$$SD = \sqrt{\frac{\sum(x - \bar{x})^2}{n-1}} \quad (3.5)$$

When	SD	is standard deviation,
	Σ	is to sum
	X	is each score in the distribution
	\bar{x}	is the sample mean,
	n	is the number of case in the sample

Then, the data obtained from quantitative analysis is based on qualitative analysis using classifying, interpretation and summarization to determine the factors influencing jewelry buying decision and create a guideline brand strategy for jewelry branding.

Table 3.1 is the summary of research methodology and procedures. It shows all components of the research and how to conduct the research step by step.

Table 3.1 Summary of Research Methodology and Procedures

Research Objectives	Literatures review	Research Procedure	Sample group	Research Tools	Results and Conclusion
<p>1. To investigate the factors and motivations that influence the purchasing decision of jewelry customers</p> <p>2. To create a brand strategy guideline for jewelry purchasing that can be used by jewelry shop owners or business owners who desire to develop their brand and expand the range of their target customers within Bangkok.</p>	<p>1.Brand strategy</p> <p>2.The importance of brand strategy with jewelry</p> <p>3.Technique of Brand Strategy</p> <p>4.Marketing Strategy</p> <p>5.Consumer Behaviour and Buying Decision Process</p>	<p>Documentary research</p> <p>Quantitative research: Questionnaire</p> <p>Qualitative research: In-depth interview</p> <p>Analyzed collected data</p>	<p>Questionnaire (400 Samples) People any sex or age in Bangkok</p> <p>In-depth Interview (3 Samples) 3 non-brand jewelry shop owners in The Old Siam Plaza, Bangkok, chosen by convenient sampling.</p>	<p>Questionnaire (3 parts) 1.General information 2.Factors of buying decision 3.Attitude on diamond marketing</p> <p>In-depth interview (3parts) 1.Business background 2.Attitude towards branding 3.Overall of current situation jewelry market</p> <p>Analyzed collected data</p>	<p>1.Obtained factors and motivations that make purchasing decision of jewelry customers</p> <p>2.A brand strategy guideline for jewelry shop owner who desire to develop their brand and expand their target customers</p>

CHAPTER 4

RESULTS AND DISCUSSION

This research chapter examines the factors affecting the purchase of diamond jewelry and discusses design guidelines for creating brand strategies for diamond jewelry shop owners to help increase their business success. This research was developed using a mixed research method with quantitative research undertaken by collecting data from questionnaires. Simultaneously with that assessment, qualitative research was also undertaken through in-depth interviews of jewelry shop owners in The Old Siam Plaza, Bangkok.

The purpose of this study are to investigate the factors and motivations that influence the purchasing decisions of diamond jewelry customers and to create a brand strategy guideline for diamond jewelry purchasing that can be used by jewelry shop owners or business owners who desire to develop their brand and expand the range of their target customers within Bangkok.

4.1 Quantitative research results

The study has collected data from questionnaires to investigate the influence of decision making and analyze the real factors that affect the decision of jewelry customers to buy diamond jewelry. This research uses data from the literature review to create a questionnaire divided into three parts.

Part 1 General information

Part 2 Factors influencing buying decisions

Part 3 Attitude on diamond marketing and brand

According to the results of the questionnaire, it was found that 54 people out of the original 412 respondents were non-purchasers. Their reasons given for not buying jewelry were that jewelry is too expensive for them and they have no special opportunity to use or purchase it. Making all the data collected can be used in the analysis of 358 data. In the next step, all 358 data sets from those who purchase jewelry were processed and analyzed using the statistical program according to the objectives of the research which have been divided into different parts as follows.

Part 1 General information (Total 358 people)

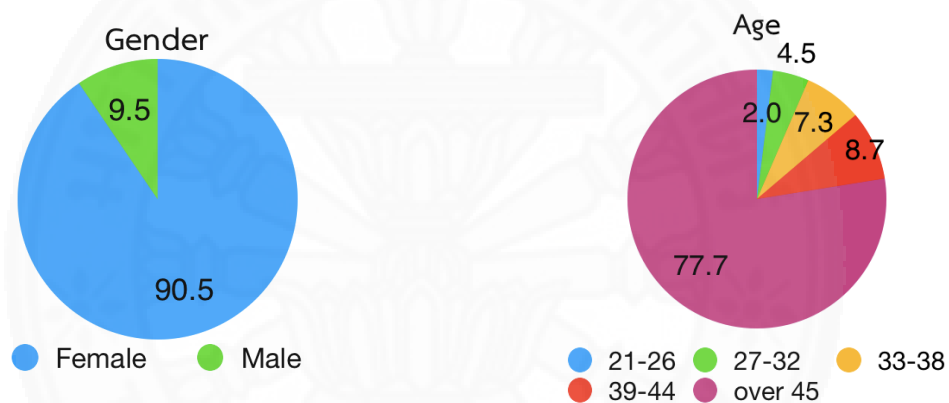


Figure 4.1 Gender and Age

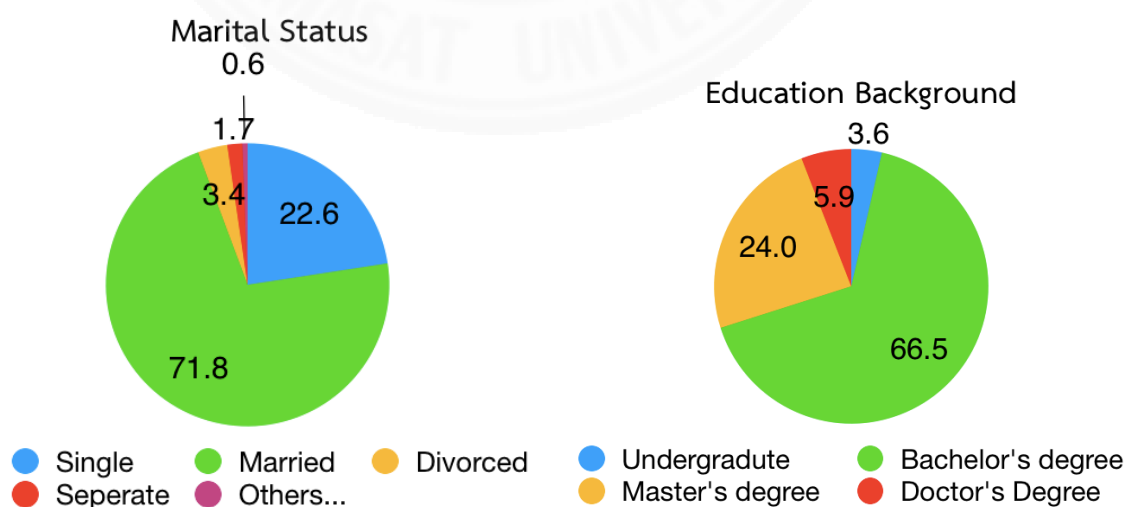


Figure 4.2 Marital Status and Educational Background

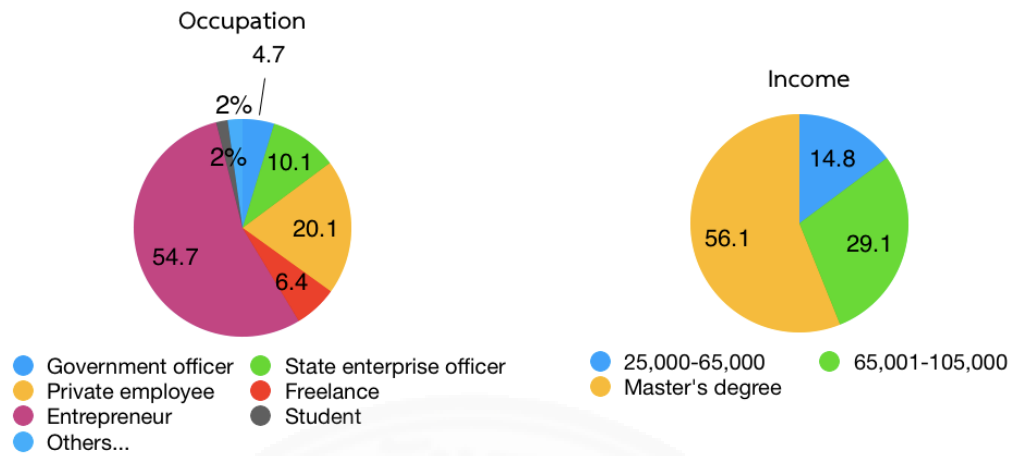


Figure 4.3 Occupation and Income per month (Baht)

From figure 4.1-4.3, most of the correspondents are female. The majority of respondents (77.7%) are aged over 45, and most of the correspondents (71.8%) are married. The highest level of education undertaken by most participants was a Bachelor’s Degree (66.5%). More than half of the respondents (54.7%) said they were entrepreneurs, and most participants had a monthly income above 105,000 baht (56.2%). The results collected on the personal data of the sample conforms with the definition of the ‘middle-class people’ as a group of successful people in both life and job most of whom have obtained at least Bachelor’s Degrees in their education (Watjana Poopanee, 2011). This implies that the group of correspondents who purchase jewelry diamonds are upper middle-class people with a high amount of income.

Part 2 Factors influencing buying decisions

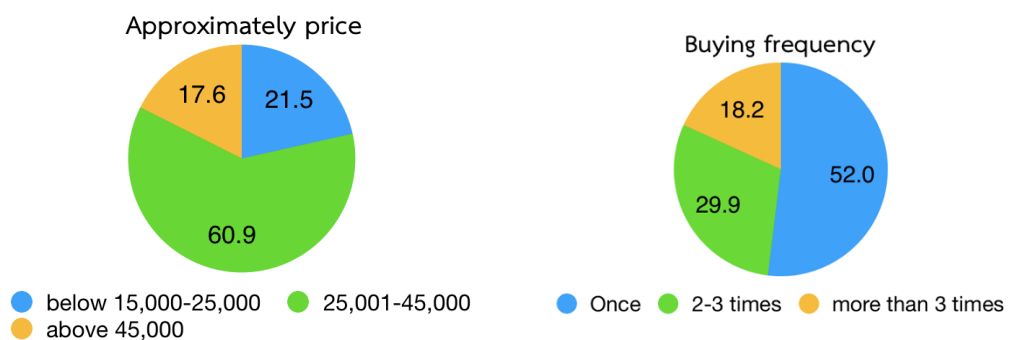


Figure 4.4 Approximately price (Baht) and Buying frequency per year

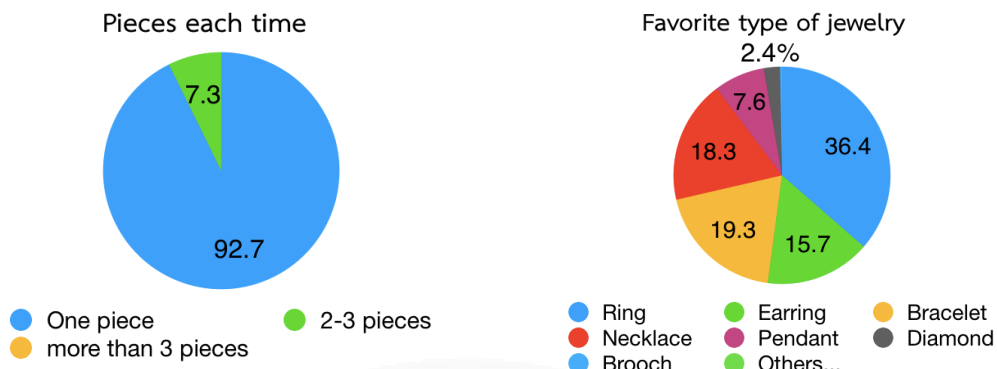


Figure 4.5 Pieces each time and Favorite type of jewelry

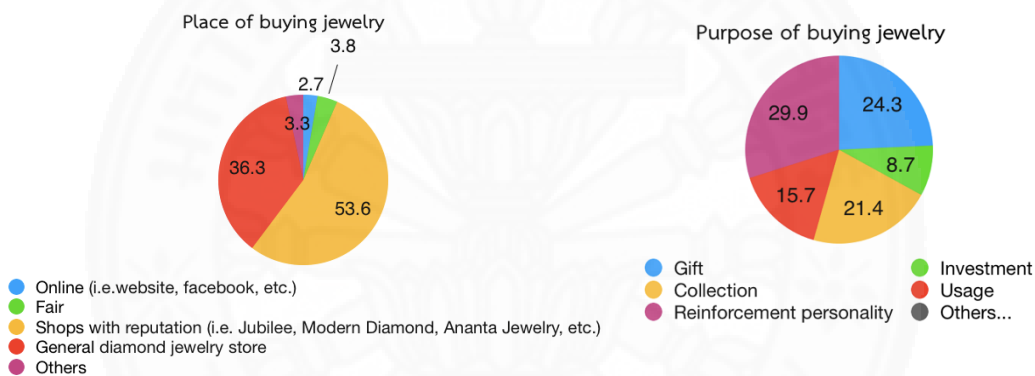


Figure 4.6 Place of buying jewelry and Purpose of buying jewelry

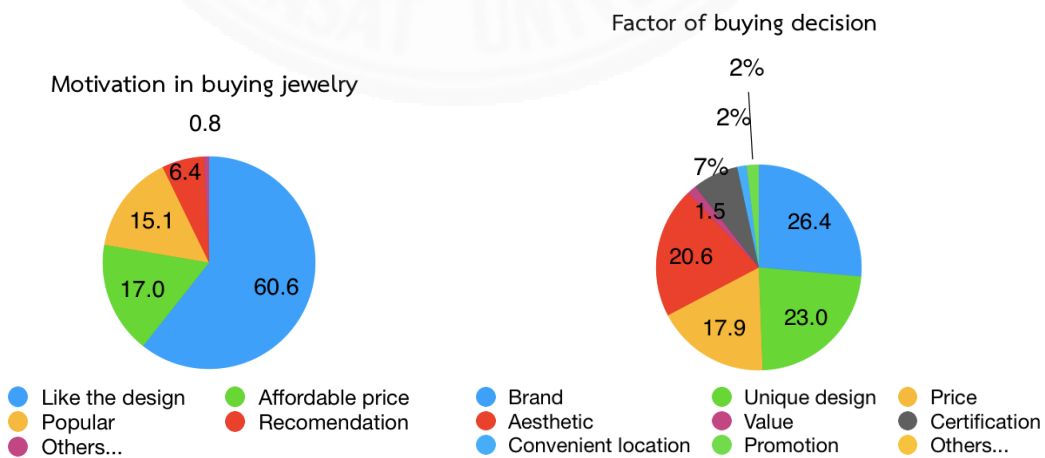


Figure 4.7 Motivation in buying jewelry and Factor of buying decision

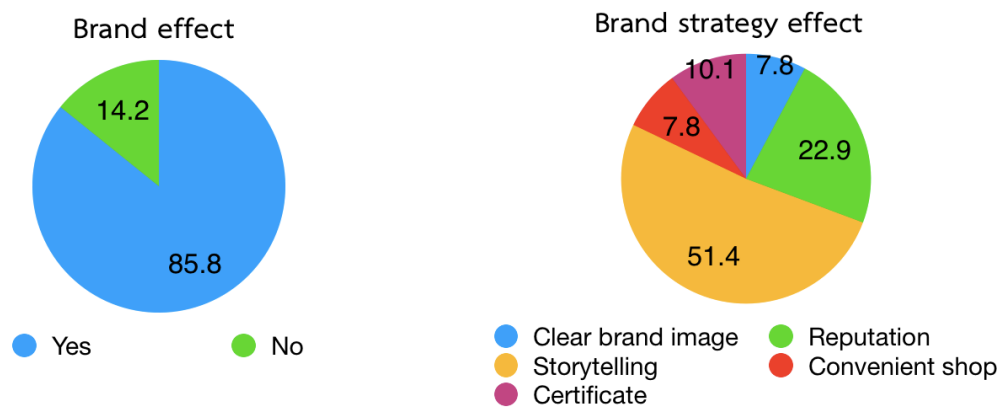


Figure 4.8 Brand effects on brand strategy jewelry buying decision

As shown in figure 4.4-4.8, the approximate price of the product that the correspondents buy the most is between 25,001 to 45,000 baht (60.9%). Most of them buy one piece of product per year (92.7%). The most popular type of product that they buy are rings (36.4%). The next most favorite are bracelets (19.3%), necklaces (18.3%) and earrings (15.7%). The places that they choose to buy jewelry at the most are the shops with good reputation (53.6%). Liking a design is the main motivation in buying jewelry (60.7%). The important factors influencing buying decisions are: brand; unique design; aesthetics; price; certification; promotions; value; and convenient location respectively. 85.8% of respondents agree that the brand affects their decision to buy jewelry. In addition, it is shown that storytelling is the most important of brand characteristics that encourages the customers into buying jewelry followed by brand reputation.

Table 4.1 Attitude on diamond marketing and brand (4P's Market Mix)

Marketing Mix	Characteristics	Average	S.D.	Meaning
Product	Unique and modern product	4.78	0.62	Strongly agree
	Guaranteed genuine product	4.94	0.29	Strongly agree
	Quality of product	4.92	0.31	Strongly agree
	Variety of products	4.84	0.50	Strongly agree
	Good packaging	3.60	1.21	Agree
Price	Reasonable price with product quality	4.89	0.42	Strongly agree
	Price depends on the type of product	4.61	0.67	Strongly agree
Place	Good brand or reputation	4.72	0.57	Strongly agree
	Interesting shop decoration	4.19	0.83	Agree
	Ready for service	4.78	0.61	Strongly agree
	Safe and convenient location	4.85	0.46	Strongly agree
Promotion	Advertising in magazines	2.51	1.10	Disagree
	Advertising on internet	4.11	0.99	Agree
	Fairs or events	2.98	1.05	Neither agree nor disagree
	An attractive discount	4.80	0.53	Strongly agree

This table 4.1 reveals the attitude of the purchasers towards diamond marketing and brand based on 4P's Market Mix. The data reports that people strongly agree that the characteristic of the product must be guaranteed genuine (mean=4.94), followed by good quality of the product (mean=4.92), a variety of products (mean=4.84), unique and modern product (mean=4.78) and agree that good packaging is important (mean=3.60), respectively.

Most of people strongly agree about the price factor that a product must have reasonable price with product quality (mean=4.89) and price depends on the type of product (mean=4.61). They strongly agree with safe and convenient location (mean=4.85), followed by ready for service (mean=4.78), good brand or reputation (mean=4.72) and the need for interesting shop decoration (mean=4.19).

Lastly, they strongly agree with the promotion factor consisting of an attractive discount (mean=4.80), followed by advertising on internet (mean=4.11), neither agree nor disagree with fairs or event (mean=2.98) and disagree about advertising in magazines (mean=2.51), respectively.

Table 4.2 Attitude on diamond marketing and brand (Brand and decision making of purchase)

Characteristics	Average	S.D.	Meaning
Making customers know the history of the store (storytelling) resulting in more customers becoming interested in the products available.	4.60	0.73	Strongly agree
Products should be designed and presented based on the story being presented (storytelling), such as jewelry design based on beliefs, themes, etc.	4.58	0.77	Strongly agree

Table 4.2 Attitude on diamond marketing and brand (Brand and decision making of purchase) (Continue)

Characteristics	Average	S.D.	Meaning
Popularity in social media makes the products being sold more interesting.	4.51	0.84	Strongly agree
Website that is interesting and has enough information about the store to favorably influence decisions to buy its products.	4.55	0.75	Strongly agree
The seller knows the advantages of the store and the customer needs (brand insight) makes the product more interesting.	4.75	0.58	Strongly agree
That the seller understands and can explain the products of the shop (brand insight) as well as making the products available more attractive.	4.78	0.54	Strongly agree

Table 4.2 indicates the result of the attitudes about brand and decision making related to purchases. The questions were chosen from the brand strategy techniques based on the researcher's study and literature review: storytelling, social media focus, and brand insight. Most of the respondents strongly agree that the seller must understand and can explain the products of the shop (brand insight) as well as make the product more attractive (mean=4.78), followed by the seller must know the advantages of the store and the customer needs (brand insight) to make the product more interesting (mean=4.75). In addition, they strongly agree that making customers know the history of the store (storytelling) results in more customers being interested in the product (mean=4.60) and products should be designed and presented based on the story (storytelling) such as jewelry design based on beliefs, theme, etc.

(mean=4.58). Lastly, they strongly agree that having interesting websites and having enough information about the stores affects positively the decision to buy the product (mean=4.55) and that popularity in social media makes products more interesting (mean=4.51).

According to both information from the literature review and the collected data, it has been shown that branding affects the customers' attitude towards purchasing diamond jewelry. The result indicates that jewelry stores that have a brand increases their positive decision-making related to actually buying products. Moreover, according to the responses, it can be seen that they strongly agree that the three main methods: storytelling, brand insight and social media focus, make the products more interesting and can motivate them to buy.

4.2 Qualitative research results

The research for this was designed to collect data by interviewing two jewelry entrepreneurs and one shop assistant and then summarizing their interview results with regards to the following topics:

Part 1 Business background

Part 2 Attitude towards branding

Part 3 Overall of current situation jewelry market

Table 4.3 Business background interview results

Questions	A	B	C
Business background	Entrepreneur	Entrepreneur	Shop assistant
	This shop is an old shop from the time of being a small shop on Ban Mor Road until it moved into the Old Siam Plaza.	This shop is an old shop. Now this kind of shop is run by one of our young generation who is a jewelry lover.	This shop is an old shop from the time of being a small shop on Ban Mor Road until it moved into the Old Siam Plaza It started as a diamond jewelry shop, then added other products in the shop such as silk.
Business goal	Want to be a prominent choice when a customer wants to buy jewelry and to expand jewelry market to new customers.	Want to expand customer numbers and have more branches in department stores.	Increase sales and possibility of potential customers buying.
Target group	Regular customers. Women who are over 50 years old with monthly income around 100,000 baht. Most of them are entrepreneurs. They enjoy collecting jewelry..	Working people or people generally coming to buy jewelry as a gift.	Women who are over 50 years old. Jewelry lovers. Regular customers.

Table 4.3 Business background interview results (Continue)

Questions	A	B	C
Strengths	High quality of product and not expensive.	The style of the product must be unique and modern and product quality high. Variety of product design also important.	Good service, high quality of product and can make things to order.
Weaknesses	No website or social media. Not famous and with no reputation.	Not updates on social media. No branches.	No website or social media. Selling by word of mouth.
Obstacles	No decoration shop. Old style	No decoration shop. Old style shop. When the shop does not have a reputation and branch, it is impossible to enter into a large department store.	Old brand style

The table 4.3 presents summaries of feedback received from two jewelry entrepreneurs and one jewelry shop assistant. Each of the entrepreneurs owns an old business that has relocated from being a small shop on Ban Mor Road into premises in the Old Siam Plaza.

In general, those interviewed want their business to be successful and prefer to be the choice that customers will think of when looking for diamond jewelry. They also wish to be expanding their jewelry market to new customers. Generally, their customers are women who are over 50 years old with high monthly income, of around

100,000 baht, because the product price is quite expensive. Most of them are their regular customers who enjoy purchasing diamond jewelry.

These kinds of shop have their strength points. Both the entrepreneurs and the shop assistant insist that their products are high quality but not too expensive if comparing their shops to other shops in other department stores. In addition, the shop assistant said that the advantage of her shop is they can make jewelry to order.

However, they accept that one of their weaknesses is that most of them are lack of advertising on internet, they have just un-updated Facebook which is not attractive to new customers. Moreover, another obstacle is that these shops have old style decoration.

Table 4.4 Attitudes towards branding

Questions	A	B	C
Satisfaction or pride in product with brand	It has contributed to satisfied customers because having a brand is increasing the perceived value of the product.	It has contributed to satisfied customers.	It has contributed to satisfied customers.
The more attractive the brand, the more chance to be successful	There are more chances of success and increase in customers and sales.	There are more chances of success and more credibility.	If the store has a brand, it will be more successful.
Any obstacle of shop without brand	Having a shop without a brand is a problem because there is almost no opportunity to reach new customers.	The lack of brand is a problem. People don't know our shop and we cannot expand the new target or the branch.	Not having a brand is a problem.

Table 4.4 Attitudes towards branding (Continue)

Questions	A	B	C
Does your shop have a brand?	Shop has only the name of the store but no brand or brand strategy.	Shop has only the name of the store owner but no brand.	Shop has only the name of the store but no brand.
Do you expect to develop your shop to be a shop with high reputation brand?	Expect to develop but not have no idea on how to develop shop.	It would be a great idea to have a designer to develop branding to our shop to enable it to succeed.	Having a high reputation would be good because it would be easier to sell products.

Table 4.4 reveals the entrepreneurs' and the shop assistant's attitudes towards branding. They realize that it can contribute to satisfied customers because having a brand can increase the perceived value of the product. They agree that the more attractive brand, the more chance to be successful and creditable and they will increase their number of customers and sales. With regards to the obstacle of the shop without brand, they accept that they have difficulty in expand new branches as well as lack of opportunity to reach new customers.

Additionally, all of them accept that their shops have only the name of the store, actually the name of the owner or the place, but no brand or brand strategy. Anyway, they expect to have their own reputable brand in the future but they have not much idea about branding. Some said that it would be nice if they can get an idea, suggestion or support from a designer or a brand developer to help create a brand.

Table 4.5 Overall of current situation of jewelry market

Questions	A	B	C
Market situation of jewelry business	It may be growing, but for a store that does not have famous brand name, we may not get enough benefits from the growth of that market.	It can grow more because people also recognize that jewelry is a valuable product that should be accumulated.	It may be growing.
Product profit	It is equally to what it has previously been.	Maximum profit is provided through the sale of rings..	Maximum profit is provided through the sale of rings. There are both ready-made purchases and orders undertaken.
Consumer behavior	Most of them are their regular customers.	Most of them are their regular customers.	Most of them are their regular customers.

Table 4.5 shows that most of them agree that the jewelry market can be growing more if something is done to attract more customers and reach their needs, this in turn can create more customers. The highest profit for all those taking part in this particular survey was found to come from the sale of rings. For Interviewee C, it was revealed that their products are both ready-made and can be made to order which can provide that business with an advantage over others.

4.3 Results Conclusions and Discussion

The data are collected by questionnaires from customers and in-depth interview from two entrepreneurs and a jewelry shop assistant. It can be analyzed as follows:

4.3.1 Research Results

The research results present the information analyzed about the customers' opinion towards the factors that motivate them to purchase diamond jewelry and compares the needs of the customer to what the jewelry shop provides,

Table 4.6 The comparison of the customers' requirement and the jewelry shop owners' providing

Factors	Customers' requirement	Jewelry shop owners' providing
Motivations	Like the design	✓
	Affordable price	✓
	Reputation	✗
Factors	Brand	✗
	Unique design	✓
	Aesthetic	✓
Necessity of brand	Agree	Agree
Brand effect decision	Storytelling	✗
	Reputation	✗

This table 4.6 can be concluded that the topics that the jewelry shops have already met the customers' needs are satisfying design, affordable price, unique design and aesthetic. In contrast, the jewelry shops lack of brand, reputation, and storytelling. Moreover, both of them agree that the brand is necessary to convince

to purchase. This information is confirmed that brand is necessary for customer and the jewelry shops desire to have it but they do not. Therefore, the brand strategy guideline is designed based on the knowledge studying in the literature review.

4.3.2 Conclusions

From triangle analysis in figure 3.1 reveals the data collection process. The related document is reviewed to develop the tools for the quantitative and qualitative process.

The quantitative results are from questionnaires. In this section, the research would like to investigate the factor and motivation that influence the purchasing decisions of jewelry customers.

According to the entrepreneurs interviewed from in-depth interview, lack of branding presents a problem because without a brand there is almost no opportunity to reach new customers and little chance to expand towards new targets or the branches. As a result, it is recommended that shops should seriously consider having a brand because the more attractive brand, the more chance they have to be successful.

In accordance with literature review, this research it is found out that three techniques of brand strategy which are considered to be the top three effective techniques are brand insight, storytelling, and social media focus.

According to the result, it is found out that liking a design is the main motivation in buying jewelry. The important factors influencing buying decisions are: brand; unique design; aesthetics; price; certification; value; convenient location; and promotion, respectively

In addition, the brand strategy guideline for jewelry purchasing that can be used by jewelry business owners who desire to develop their brand and expand the range of their target customers within Bangkok is BBS strategy. BSS strategy, which is created as a brand strategy guideline to upscale jewelry brand, is the abbreviation of Brand insight, Storytelling, and Social media focus.

According to the results obtained, the factors and motivations that influence the purchasing decisions of jewelry customers are brand, unique design, and

aesthetics, respectively. In addition, a brand strategy guideline for jewelry purchasing that can be used by jewelry business owners who desire to develop their brand, upscale and expand the range of their target customers within Bangkok is the Brand insight, Storytelling, and Social media focus (BSS) strategy.

4.3.3 Discussion

To reach the customer base, the group of customers who repeatedly purchase the jewelry shop owners have to realize the customers' opinion which is very important for jewelry market. The customer's requirements are considered to be the most powerful factor that causes the sale increase. Therefore, adapting brand strategy into their business to serve customer's needs and interest can gain more benefits to the jewelry shop.

According to analysis result, it is found out that important factors influencing customers' buying decisions are: brand; unique design; aesthetics; price; certification; value; convenient location; and promotion, respectively. The result of factors and motivations analysis investigated and revealed through the study work undertaken, brand is the most important factor to increase sales and business profitability. This conforms to the result from the jewelry shop owners which reveals that they lack of brand. Moreover, they realize having a brand can be advantage for them to expand their customer. Therefore, it is necessary for the company selling jewelry to create good brand by using Brand Insight, Storytelling, and Social Media Focus (BSS strategy) as a guideline to increase higher purchasing decisions and expand the range of their target customers in Bangkok. The brand strategy guideline is created from corresponding findings from literature review, questionnaires, and in-depth interview. The literature review includes the case study examples of Hanani C. (2018) mentioned in the article 'Create a Story That Will Appeal to Emotions' confirmed with Brewer P. (2018) mentioned in the article 'Build a Solid Online Reputation with Reviews' in the literature review part as well. They explained that using that strategy with their brand jewelry makes them successful. The results of the questionnaires data analysis from the customers in Bangkok and the in-depth interview data analysis from

entrepreneurs and shop assistant in The Old Siam Shopping Plaza are found consistently with the research objectives.

Moreover, the results of the research can lead to guidelines for designing a brand strategy guideline to develop jewelry brand and expand the range of customers within Bangkok by summarizing the results of this study and recommendations in the next chapter.



CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The objectives of this research are to investigate the factors and motivations that influence the purchasing decisions of jewelry customers and to create a brand strategy guideline for jewelry purchasing that can be used by jewelry shop owners or business owners who desire to develop their brand and expand the range of their target customers within Bangkok. This research was designed using a mixed research method with quantitative research undertaken by collecting data from questionnaires within the chosen population group for which there were 358 males and females assessed as potential middle-class buyers of jewelry of any age. Simultaneously with that assessment, qualitative research was also undertaken through in-depth interviews of three individuals owning or working in non-brand jewelry shops in The Old Siam Plaza, Bangkok.

In the analysis of the research results in terms of customers, this research used percentages and averages to describe through the principle of the Marketing mix; product, price, place, and promotion, and the factors of buying decisions for jewelry businesses. In addition, the information from the in-depth interviews undertaken was analyzed as content analysis and reported descriptively.

5.1 Conclusion

From the results of the quantitative questionnaire, it was revealed that most of the correspondents are female. The majority are at the age of over 45. Most of the correspondents are married. The level of education is mostly Bachelor's Degree. More than half of the respondents are entrepreneurs. The income per month is mostly above 105,000 baht. The result of analysis of the personal data of the sample conforms with the definition of the 'middle-class people' as a group of successful people in both life and job most of whom have earned at least Bachelor's Degrees in their education (Watjana Poopanee, 2011). This implies that the group of correspondents who most often purchase diamond jewelry are upper middle-class people. Most of

them buy one piece of such jewelry per year. The most popular type of product that they buy are rings. The place that they choose to buy jewelry at the most is the shops with good reputation. Liking a design is the main motivation in buying jewelry. The important factors influencing buying decisions are: brand; design identity; aesthetics; price; certification; value; convenient location; and promotion, respectively. Most of those surveyed agree that the brand affects their decision to buy jewelry. In addition, it was indicated that storytelling is the most important of brand characteristics that interest the customers in buying jewelry. According to the respondents' attitude on diamond marketing and brand, most of them strongly agree that the brand and marketing mix are important and influence their jewelry buying decisions.

According to both information from the literature review and the collected data, it was observed that branding affects the customers' attitude in purchasing diamond jewelry. The result indicates that the factor of a jewelry store having a brand can favorably influence customer decision-making processes. Moreover, according to the response, it can be seen that customers strongly agree that the three main methods: storytelling, brand insight and social media focus, make the products available more interesting and can motivate them to buy.

From the three respondents of the in-depth interview, the main target group of their business is comprised regular customers which is typically comprised of women who are over 50 years old and their business goals are to expand their customer base and increase the possibility of buying being undertaken. All of those undertaking that interview accept that their shops have only the name of the store, actually the name of the owner or the place, but no actual brand or brand strategy. All of them think the shop without brand or lack of brand is a problem because it reduces opportunity to reach new customers. Therefore, they agree that the more attractive brand, the more chance to be successful. Since brand can play such a big part of satisfaction or pride in product for customers in needs to be considered more.

As mentioned at the beginning of this thesis, the research objectives of this present work are as follows:

1) To investigate the factors and motivations that influence the purchasing decision of jewelry customers.

The result of research objective (1), it was derived from the results of the customer behavior in making decision to buying jewelry. It was found out that liking a design is the main motivation in buying jewelry. The important factors influencing buying decisions are: brand; design identity; aesthetics; price; certification; value; convenient location; and promotion, respectively.

2) To create a brand strategy guideline for jewelry purchasing that can be used by jewelry shop owners who desire to develop their brand and expand the range of their target customers within Bangkok.

The result of research objective (2), based on the information obtained and concluded, this strategy is mixed techniques from literature review. The brand strategy guideline for jewelry purchasing is the BSS strategy. BSS strategy which is created as a brand strategy guideline to upscale jewelry brand is the abbreviation of Brand insight, Storytelling, and Social media focus.

The knowledge about brand strategy studied in the literature review along with the collected data are analyzed to be BSS strategy guideline as a figure 5.1. The brand strategy guideline will describe in the following.

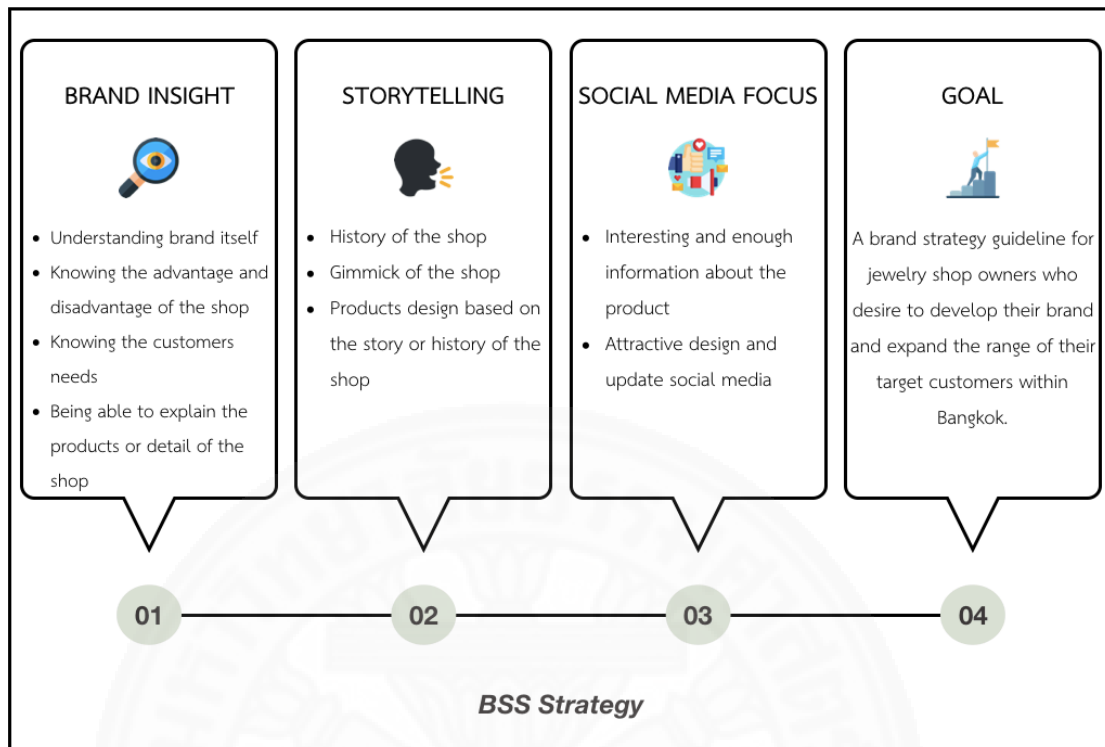


Figure 5.1 Brand Strategy Guideline – BSS Strategy

According to the definition of BSS strategy as given above, this guideline is developed for the jewelry shop owners. The details in each part are designed to follow step by step as in figure 5.1. The brand strategy guideline starting with Brand insight, which is to understand the brand itself and what it represents. Each shop creates their strength, needs to provide potential value for customers and understands the customer insight. In particular, the level is deep insight makes the brand be able to meet the needs of customers are hidden inside and is also able to be used as one of the tools to prevent disruption from various things as well.

First, the shop owners should starting by answer or filling in the box. Moreover, the media should be attractive design and updated information or they can start by answering the question about their business. For example, what is your personality traits and what does your brand mean? Then, if they can completely answer the questions do the next step.

Second, this step is about storytelling. Storytelling can be creating a story from the answer or the story of their own history, the gimmick can be create from the

story to attractive to customers. Compelling stories that connect deeply with customers' emotions can make companies' brands unforgettable. Storytelling is a form of content marketing that focuses on creating stories to create consumer emotions for products or services that are remembered and make the content "worthy", which is the key to creating content marketing and will make consumers always come back.

And the last step of the guideline is Social media focus. Collecting information from the storytelling process then select the interesting one, adapt and adjust it to make it more attractive into social media. The information that is selected to be in social media should interesting and enough information for customer. Moreover, the media should be designed attractively to be in and with updated information. Social media content can become the voice of the brand. Regular posts on social media with the form of images, audio, video content or skillfully crafted content are sure to create a buzzword about the brand, will eventually help in jewelry branding and introduce the shop to the target audience it seeks to encourage. Even if it is in the market, it can easily lead the followers to make a decision to buy products or services.

5.2 Recommendation

5.2.1 The recommendation for jewelry shop owners

The study of factors and motivations influence the purchasing decisions of jewelry customers which can be used to help create a brand strategy guideline for jewelry purchasing to upscale jewelry brands to be applied with their individual jewelry businesses are as follows:

- 1) The respondents' information results showed most people who purchase the products being assessed are married females over 45 years of age who have a bachelor's degree. Purchasers of jewelry are often entrepreneurs by profession and earn monthly incomes of more than 105,000 baht. Therefore, jewelry shop owners can use the information mentioned above to help better identify their prime target

customers. The information on identifying the target group can be used for better directed marketing in order to maximize the business benefits.

2) The result of customer buying decisions for jewelry, factors of motivation, that can influence customers to purchase are: brand; unique design; and aesthetics, respectively. Customers are interested in recognizing the information about brand. Therefore, jewelry shops should consider branding aspect far more in order to respond to the behavior of customers.

3) The BSS strategy is suggested as an effective brand strategy guideline to develop jewelry business in Bangkok to develop their brand and expand the range of their target customers within the city whilst increasing their emotional appeal.

5.2.2 The recommendation for further study

For further study, learning brand strategy are recommended as follows:

1) Learning of brand strategy of the best practice from various reputation brands should be studied to achieve more idea to develop and refine brand strategy guidelines even more for those within and seeking to expand their jewelry businesses.

2) For the further study, the target group could be extended to the new generation: young generation group: since they are the large group in a society that have high purchasing power.

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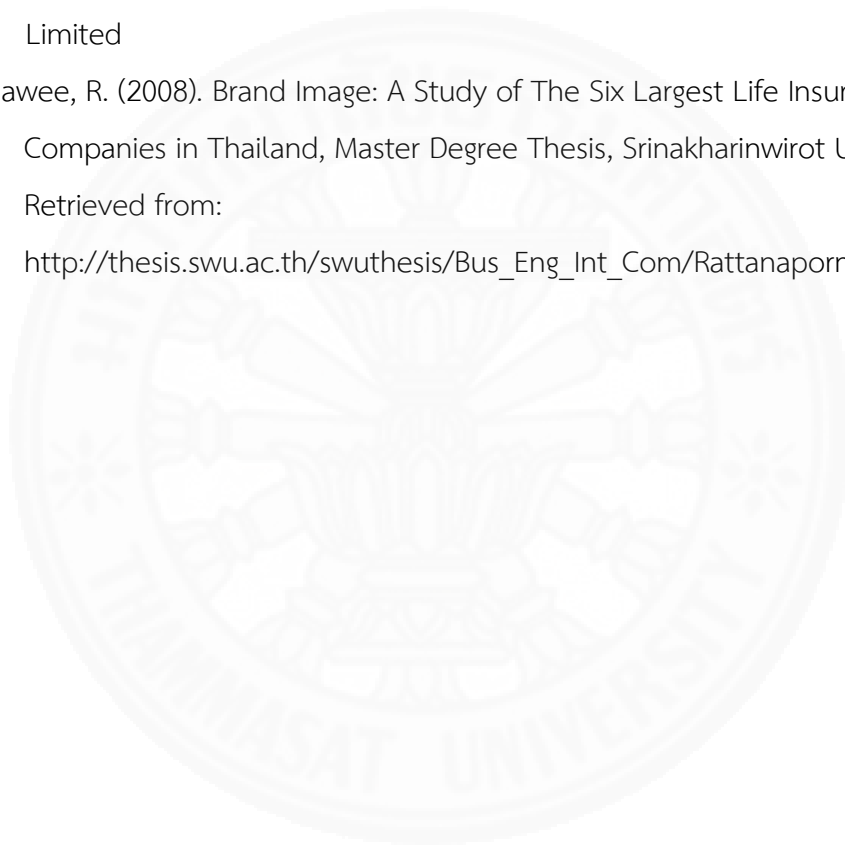
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APPENDICES

APPENDIX A

QUESTIONNAIRE FOR CONSUMER SAMPLINGS

Introduction: This questionnaire is designed for a study undertaken as part of the Master of Science program run by Design, Business and Technology Management (DBTM) at Thammasat University. This questionnaire has been created to investigate the factors that affect customers' decisions to buy jewelry and is divided into three parts. The researcher will keep your information confidential and use it for educational purposes only. Please answer the questionnaire truthfully. Your assistance is much appreciated and the researcher would like to thank you for giving your valuable time to answer this questionnaire.

Part 1) General information

Instruction: Please mark in the box that match your information.

1. Have you ever bought diamond jewelry?

Yes No

2. Gender

Female Male

3. Age

21-26 27-32 33-38 39-44 Over 45

4. Marital status

Single Married Divorced Separated Others...

5. Educational background

Undergraduate Bachelor's degree Master's degree

Doctor's degree

6. Occupation

- Government officer State enterprise officer
 Private employee Freelance Entrepreneur
 Student Others...

7. Income per month (Baht)

- below 25,000 25,001-65,000 65,001-105,000
 above 105,000

Part 2) Factors influencing buying decisions

Instruction: Please mark in the box that match your information.

1. What is the approximately price that you have purchased in (Baht)?

- below 15,000 15,001-25,000 25,001-35,000
 35,001-45,000 45,001-55,000 above 55,000

2. How often do you buy per year?

- Once 2-3 times More than 3 times

3. How many pieces do you buy each time?

- One piece 2-3 pieces More than 3 pieces

4. What is your favorite type of jewelry?

- Ring Earring Bracelet Necklace
 Pendant Diamond Brooch Others...

5. Where do you choose to buy jewelry?

- Online (i.e. website, Facebook, etc.)
 Shops with good reputations (i.e. Jubilee, Modern Diamond, Anata Jewelry, etc.)
 General diamond jewelry store Fair Others...

6. What is the purpose of buying?

- Gift Investment Collection Personal use
 Reinforcement of personality Others...

7. What is your motivation for buying jewelry?

- Like the design Inexpensive price Popular
 Recommendation Others...

8. What is the main factor influencing your buying decisions?

- Brand Unique design Price Aesthetic
 Value Certificate Convenient location
 Promotion Others...

9. Do you think the brands affects your decision to buy jewelry?

- Yes No

10. What is the brand characteristics that interest you in buying jewelry?

- Clear brand image Reputation Storytelling
 Convenient shop Certificate

Part 3) Attitude on diamond marketing and brand

Part 3.1 4P's Market Mix

Instruction: Please place a mark in the box that match your satisfaction

Opinion levels

- 5 Strongly agree
 4 Agree
 3 Neither agree nor disagree
 2 Disagree
 1 Strongly disagree

Characteristics	Opinion levels				
	5	4	3	2	1
Product					
The style of the product must be unique and modern.					
Products must be guaranteed to be genuine.					
The quality of the product must be good.					
There are variety of products.					
Attractive packaging affects the decision to buy products.					
Price					
Reasonable price with product quality					
The price depends on the type of product.					

Place					
The store has a good brand or reputation.					
Interesting shop decoration					
Ready for service					
Safe and convenient location					
Promotion					
Safe and convenient location					
Fairs or events					
Special promotions (eg. 25% discount)					

Part 3.2 Brand and decision making of purchase

Instruction: Please mark into box that match your satisfaction

Opinion levels

5	Strongly agree
4	Agree
3	Neither agree nor disagree
2	Disagree
1	Strongly disagree

Characteristics	Opinion levels				
	5	4	3	2	1
1. Making customers know the history of the store (storytelling) resulting in more customers becoming interested in the products available.					
2. Products should be designed and presented based on the story (storytelling), such as jewelry design based on beliefs, themes, etc.					
3. Popularity in social media makes the products being sold more interesting.					
4. A website that is interesting and has enough information on the jewelry store affects the decision to buy the product.					

Characteristics	Opinion levels				
	5	4	3	2	1
5. The seller knows the advantages of the store and the customer needs (brand insight) makes the products available more interesting.					
6. The seller understands and can explain the products of the shop well (brand insight) and makes the product appear more attractive.					



APPENDIX B
IN-DEPTH INTERVIEW QUESTIONS FOR ENTREPRENEUR AND SHOP
ASSISTANT SAMPLINGS

Introduction: This questionnaire is designed for independent research and study as part of the Master of Science program run by Design, Business and Technology Management (DBTM) at Thammasat University. This questionnaire has been created to investigate the factors that affect customers' decisions to buy jewelry and is divided into three parts.

The researcher will keep your information confidential and use it for educational purposes only. Please answer the questionnaire truthfully. Your assistance is much appreciated and the researcher would like to thank you for giving your valuable time to answer this questionnaire.

Section 1) Business background

1. What is your business's name?
2. What was the beginning of your business?
3. When did your business start?
4. Who are your target customers?
5. Do you have a business goal / business goals?
6. How do you want your business to be successful?
7. What is / are the strengths of your business?
8. What is / are the weaknesses of business?
9. What about your business obstacles?

Section 2) Attitudes towards branding

1. What is 'brand' in your opinion?
2. Do you think branding is important to your store?
3. Does the brand have a part that makes customers satisfaction of the product?
4. If your shop has a brand, does it make your shop more successful?

5. Does your shop have a brand?
6. Does your shop have a brand?
7. Any obstacle of shop without brand.
8. Do you expect to develop your shop to be a shop with a high reputation brand?

Section 3) Overall of current situation of the jewelry market

1. What do you think about the market situation for the jewelry business and how do you think it is likely to grow?
2. What is the customers behavior of jewelry?
3. What are the important factors for business success?
4. Which factor is most important to customers?
5. What kind of product is popular and your most profitable product for your shop?



BIOGRAPHY

Name	Miss Punramon Chulerk
Date of Birth	January 1, 1996
Educational Attainment	2017: Bachelor of Science (Design, Business and Technology Management)
Work Position	Student
Publications	
	<p>Punramon Chulerk, Jitiporn Wongwatcharapaiboon, Isaac Jamieson, & Parit Thossilaporn. (2019). <i>An Effective Brand Strategy Guideline to Increase Possibility of Purchasing Diamond Jewelry by Middle-Class Buyers in Bangkok (Case Study in The Old Siam Shopping Plaza)</i>. Built Environment Research Associates Conference, 10th, 25th June 2019, Bangkok Art & Culture Centre.</p>
Work Experiences	2017-2019: Teaching Assistant Design, Business and Technology Management Faculty of Architecture and Planning